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Hearings. v. 24-25, 1960.

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ROYAL COMMISSION ON

# Publications

HEARINGS

HELD AT

OTTAWA

VOLUME No.:

24

DATE:

DEC 20 1960

OFFICIAL REPORTERS  
ANGUS, STONEHOUSE & CO. LTD.

372 BAY STREET  
TORONTO

EM. 4-7383

EM. 4-5865







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

ROYAL COMMISSION ON PUBLICATIONS

Proceedings of hearings held  
in the Supreme Court Building  
in the City of Ottawa, Ontario,  
on the 20th day of December,  
1960, et seq. at 10:30 a.m.

COMMISSION:

M. GRATTAN O'LEARY	Chairman
J. GEORGE JOHNSTON	Member
CLAUDE P. BEAUBIEN	Member
---	
P. MICHAEL PITFIELD	Secretary
G.H. QUINN	Administrative Officer
---	







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

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1 --- On commencing at 10:30 a.m.

2 THE CHAIRMAN: Mr. Sauriol, would you  
3 please identify yourself for the record.

4 MR. SAURIOL: Mr. Chairman, I am Charles  
5 Sauriol, advertising manager of Poirier, Bessette & Cie,  
6 Ltee., Montreal.

7 Poirier, Bessette & Cie, Ltee are publishers  
8 of Le Samedi and of La Revue Populaire.

9 Le Samedi, founded in 1882, was published  
10 weekly until March of 1959. Since then, it has  
11 been published on a bi-weekly basis of twenty-six  
12 issues a year.

13 Le Revue Populaire, founded in 1908, has  
14 been published as a monthly for fifty-two consecutive  
15 years.

16 Le Samedi is edited as a general magazine,  
17 Le Revue Populaire as a women's magazine.

18 Poirier, Bessette & Cie, Ltee derives its  
19 revenue principally from subscription or newsstand  
20 sale of the publications, and from advertising sold  
21 in the publications.

22 Advertising rates are based on circulation  
23 delivery and publishing costs. Advertising volume  
24 is subject to an advertising agency commission of  
25 15 per cent and a cash discount of two per cent.

26 Le Samedi and Le Revue Populaire began  
27 to emerge significantly as advertising media in 1933  
28 or thereabouts. Sample copies of the magazines of  
29  
30





that date are here exhibited. Their growth from 1933 to 1947 was steady and satisfactory.

In 1947, Selection du Reader's Digest made its entry into Canada. During that year, neither Le Samedi nor La Revue Populaire suffered from its competition to any appreciable extent. In 1948, however, Reader's Digest opened its pages to advertising in Canada. It was sold with Selection du Reader's Digest on a combination rate basis.

The 1960 version of these combination rates is here shown:

Page, Four-Color Rate -- 1960:

Reader's Digest, combined with French Selection	\$5,075.00
Reader's Digest, when used alone	4,685.00
Selection du Reader's Digest, when used alone	1,305.00
Actual combination rate as applied to Selection	390.00 or 29.8 per cent of its rate card rate.

Page, Black and white -- 1960:

Reader's Digest, combined with French Selection	\$3,915.00
Reader's Digest, when used alone	3,650.00
Selection du Reader's Digest, when used alone	935.00
Actual combination rate as applied to Selection	265.00 or 28.3 per cent of its rate card rate.







The foregoing 1960 rates, where they apply to Selection, are based on a net paid circulation of 199,626, (June 30th, 1960 Publisher's Statement).

The same percentage of discount, if applied to Le Samedi and La Revue Populaire rates, would show these reductions:

Publication	Unit	Present Rate	If Reduced to	"Reduced Rate"
Le Samedi	Page, four colors	\$940.00	29.8%	or \$280.00
Le Samedi	Page, black and white	700.00	28.3%	or 198.00
Populaire	Page, four colors	1,450.00	29.8%	or 432.00
Populaire	Page, black and white	1,075.00	28.3%	or 304.00

These reductions would be further subject to an advertising agency commission of 15 per cent and two per cent.

In other words, hardly enough money to pay the basic ink and printing costs.

Le Samedi's net paid circulation is 80,000.

Populaire's net paid circulation is 120,000.

The combination rates offered through Selection du Reader's Digest would be comparable to an overseas automobile manufacturer marketing Model A car at \$5,075.00 and Model B car at \$1,305.00. Model B, however, could be bought when purchased with Model A at the price of \$390.00, from which the distributor would take his commission







of 17 per cent.

Canadian automobile manufacturers would not consider this foreign sales strategy as fair competition. The Canadian buying public would naturally take advantage of it. Likewise advertisers have taken advantage of Selection's bargain rates, to the detriment of Le Samedi and La Revue Populaire.

You have heard this many times before, Mr. Chairman, and I ask your patience for a moment or two because it is an important point. I did want to bring this sketch out by what follows.

In a recent Selection advertisement headed "Shell chooses Selection to sell French Canada!", we read "..... at rates that cannot be matched by any other magazine!" (See Exhibit).

For purposes of comparison, the Reader's Digest advertising volume of 1953 is here shown:

Year	Combined Editions	Selection only
1953	\$2,688,899	\$ 40,251
1959	\$4,230,548	139,795

For the same years, 1953 and 1959, Le Samedi and Populaire showed these advertising volumes:

Year	Le Samedi	Populaire
1953	\$311,332	\$259,568
1959	\$192,703	\$273,274





So, we have had a very substantial decrease in advertising volume in the 1959 period.

I am happy to state it has increased about another \$60,000.00 this year. When advertisers wanted to use Selection only, where they did not use combination we did very well, as these figures show.

Le Samedi and Populaire showed up well in the category of advertisers who bought a French magazine without the combination of an English magazine. These advertisers bought advertising as follows:

<u>Year</u>	<u>Le Samedi</u>	<u>Populaire</u>	<u>Selection</u>
1959	\$192,703	\$273,274	\$139,795
1960 (Jan. to Oct.)	134,597	306,707	131,312

The point I am trying to make is that when you get into the combination it is one thing, but when it comes to a case where the advertiser will use Selection against something else we meet that competition fairly and we do very well.

During the period of January to October in 1960, advertisers allocated this advertising to Reader's Digest:

<u>Edition(s)</u>	<u>Lines</u>	<u>Dollars</u>
Reader's Digest, combined	161,034	\$3,832,072
English only	16,470	359,363
French only	26,615	131,312







1 It was long foreseen that Maclean-Hunter  
2 would eventually oppose Reader's Digest in the field  
3 of French-English national coverage, at combination  
4 rates, with French editions of their own.

5 Chatelaine-La Revue Moderne made its  
6 appearance with the October 1960 issue. Le  
7 Magazine Maclean will follow in March 1961. Both  
8 editions are strictly competition to Le Samedi and  
9 La Revue Populaire, as well as to Reader's Digest  
10 and Selection.

11 The combination rates struck for both  
12 editions are more realistic in relation to  
13 publishing costs than those of the Digest. The  
14 rates for Le Magazine Maclean are higher than the  
15 present rate structure of Le Samedi. Chatelaine-  
16 Moderne's rates are approximately \$135.00 per page  
17 lower than Populaire's.

18 To meet the competition of Chatelaine-  
19 Moderne, Populaire was forced to implement a  
20 frequency discount. Even so, it has already  
21 recorded substantial losses of advertising  
22 revenue through Chatelaine-Moderne's lower combination  
23 rate.

24 Poirier, Bessette & Cie, Ltee is the  
25 sole survivor of the French-Canadian magazine group.  
26 Its magazines, Le Samedi and La Revue Populaire,  
27 are dedicated editorially to the French-Canadian  
28 scene; they are edited for the French-Canadian's  
29  
30







1 way of life.

2 Le Samedi and La Revue Populaire create  
3 editorial material for their market in a manner  
4 comparable to the English magazines for their  
5 markets. I have a substantial volume of  
6 clippings in support of that.

7 Le Samedi and La Revue Populaire audiences  
8 are restricted in the main to the French urban  
9 population of Quebec. Advertising rates are  
10 based on circulation, and circulation for le Samedi  
11 and La Revue Populaire must of necessity be much  
12 smaller than the circulations of magazines which sell  
13 across Canada.

14 When the circulation of any one magazine in any  
15 one province is compared with Le Samedi and Populaire  
16 in Quebec, these magazines compare satisfactorily.

17 If you take the circulation of a  
18 magazine for any one of the provinces and weigh it  
19 out against our circulation in Quebec we do fairly  
20 well, but if you take the circulation across Canada,  
21 naturally there is a preponderance we can't meet.

22 Le Samedi and La Revue Populaire operating costs  
23 would be basically the same as those for a publication  
24 with 500,000 circulation. The return on the sale  
25 of advertising, however, is much smaller than for  
26 publications of larger circulation.

27 I would like to illustrate that very  
28 graphically with a comparison with Liberty magazine.  
29  
30





1 For example, in 1959, le Samedi carried  
2 152,943 lines of advertising. Liberty magazine  
3 carried 140,645 lines of advertising. Le Samedi  
4 collected 192,705 in advertising revenue. Liberty  
5 collected \$1,383,629 for less advertising.

6 La Revue Populaire's advertising lineage  
7 for 1959, (162,022 lines), produced a revenue of  
8 \$273,224. If predicated on the basis of an  
9 English magazine rate, this lineage at black and  
10 white rates alone would have produced more than  
11 \$2,500,000 in revenue! The smaller the  
12 publication, the more difficult it becomes to produce  
13 it. In other words, lineage-wise we have been  
14 doing fairly well over the years but we don't get  
15 the returns from it. It costs us just as much  
16 to travel and operate but our return is immeasurably  
17 smaller as these figures indicate.

18 THE CHAIRMAN: Your selling costs are  
19 higher? Or, are your rates lower?

20 MR. SAURIOL: Our rates are in proportion  
21 but what I am trying to say is that because of the  
22 circulation operating in a smaller area, we  
23 don't get the volume return -- we can't get it.

24 It is obvious that the publishers of Le  
25 Samedi and La Revue Populaire have only the revenue  
26 from those publications to rely upon. Also it  
27 is obvious that English and American publishing  
28 houses with French editions can count on the English  
29  
30







1 editions and revenue therefrom to finance and promote  
2 their French editions.

3 At an earlier meeting of this Commission,  
4 it was said that "any attempt to start a new  
5 magazine in Canada today would be a grave risk for  
6 its backers. At best there could only be a small  
7 return for their investment over the years."

8 Quotations from the French press indicated,  
9 in effect, that the advantage of having other  
10 magazines made it possible for a certain publishing  
11 house to establish its French editions.

12 Also from the Commission's reports, we  
13 read this quote: "What is to be desired is a climate  
14 in which a smaller, single publisher can venture  
15 into the field with a reasonable opportunity of  
16 long-range success." On this point we heartily  
17 agree, providing the climate can be reconciled with  
18 the competition which ensues from even the friendliest  
19 of organizations.

20 It is objective and fair to point out that  
21 the competition on equal terms between La Revue Moderne  
22 and La Revue Populaire became, overnight, a competition  
23 of perhaps fifty to one in the field of resources.  
24 I am raising that as a figure of speech. I could  
25 not weigh it out with accuracy, but I am trying  
26 to establish the fact we are a comparatively small  
27 publishing house. There does not exist in  
28 Canada today another situation where the dis-  
29  
30





1 proportion in resources so favors one competitor to  
2 the disadvantage of another. This fact, we hope,  
3 will be kept in its proper perspective by our  
4 competitors, should we judge them sincere in their  
5 desire to promote the magazine field for the ultimate  
6 good of all French magazines.

7 I am not trying to berate any particular  
8 house here. I am merely pointing out the  
9 situation in which we find ourselves at the present  
10 time, that after having worked for a great number  
11 of years and gone through many difficulties and  
12 obstacles which carried away some six magazines  
13 during the interval, that we are today faced with  
14 very large competition from several sources, and if  
15 we are going to survive we want to be helped in many  
16 ways, and one is a tolerance of our position,  
17 because we can't go on and spend the money the way  
18 people with immeasurably greater resources can.  
19 We still have to do what we do on the resources  
20 at our disposal, which are limited.

21 We wish to make it clear that to publish  
22 Le Samedi, La Revue Populaire or any other French  
23 magazine dependent upon its own resources, is a  
24 difficult task, but not without its compensations  
25 considering the support Le Samedi and Populaire have  
26 earned from advertisers and readers alike.

27 In our opinion -- and this is the only  
28 recommendation I would like to make, sir -- the  
29  
30







1 exclusion of combination rates would place all  
2 French editions of English magazines and native  
3 French-Canadian magazines, or future Canadian editions  
4 of French magazines from France, on equal competitive  
5 rate terms.

6 This is the basic point we wish to make  
7 through this brief: that publishers of all French  
8 editions adhere to the rate structures established  
9 for those editions. I mean by that we cannot  
10 operate in the same way on a combination basis  
11 because we don't have that type of combination.

12 THE CHAIRMAN: Who would establish the  
13 rates you speak of? You say, "That the publishers  
14 of all French editions adhere to the rate structure  
15 established".

16 MR. SAURIOL: To put that in absolute  
17 clear language, the two cases I am making reference  
18 to are Reader's Digest and MacLean-Hunter. We  
19 can't have these combination rates because we do  
20 not have an English edition to sell along with the  
21 French, but we do basically have to go out and  
22 promote just as good a product, we think, as a  
23 competitive product, but we can't sell it at a  
24 discount. Two years ago we did put in a  
25 combination rate between Le Samedi and La Revue  
26 Populaire which is not effective because the two  
27 papers don't meet in the same field, and it is  
28 not worth one thousand dollars a year. However, in  
29  
30





1 the case of Digest, we have to give it away, and  
2 that is my main objection: if you buy the magazine  
3 alone in either of these publishing houses the  
4 rates are struck on a rate basis comparable with our  
5 own. They have taken into account that these  
6 rates are realistic. You lay it out and if an  
7 advertiser is going to spend five thousand dollars  
8 on a page he will get a concession, but we can't make  
9 that concession.

10 Apart from that I have no brief.  
11 Competition is competition. The market is open, but  
12 if we are talking fair competition I think this is  
13 one area that could be explored.

14 We place before this Commission, copies of  
15 Le Samedi and Populaire of thirty years ago,  
16 alongside of those produced currently. To have  
17 so improved our product, to have consistently met  
18 the adversities of the past thirty years, during  
19 which time six major Canadian magazines disappeared,  
20 indicates that they have truly won a place in the  
21 reading habits of French-Canadians.

22 Standing upon generations of goodwill,  
23 Le Samedi and La Revue Populaire are determined  
24 to meet, by all the resources in their power, the  
25 challenge to play an ever-expanding and worthy  
26 role in the future of the French-Canadian people.

27 THE CHAIRMAN: Thank you, sir.







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

1           **COMMISSIONER BEAUBIEN:** You feel that your

2 competition comes mainly from McLean's Publications?

3           **MR. SAURIOL:** No; I wouldn't be fair in

4 saying that, because, after all, we don't have any  
5 right to dictate who is going to oppose us in the field,  
6 and it is up to us to do as good a job as we can.

7           A point I also want to make clear and which  
8 I couldn't reply accurately on, which we don't know,  
9 which we would be able to help you on a year, or two  
10 years, from now, is that we have been in competition  
11 with Digest as we have been in competition with  
12 television, and we don't know the answer to that yet.

13           We do say that competition is the spice of  
14 life, and it is expanding from field to field. I  
15 could tell you very clearly a year from now, but I  
16 can't this morning.

17           **COMMISSIONER BEAUBIEN:** What do you say  
18 about the competition from strictly French publications  
19 -- from France, for instance, or Belgium?

20           **MR. SAURIOL:** From the standpoint of  
21 readership?

22           **COMMISSIONER BEAUBIEN:** Yes -- and in  
23 competition with you?

24           **MR. SAURIOL:** My answer to that is this:  
25 We sold, on La Revue Populaire, in the first six months  
26 of 1959, 13,907 subscriptions; the first six months of  
27 1960, 18,780; the last six months of 1959 14,779, and  
28 presumably we may reach 20,000 for the last six months  
29  
30





1 of this year.

2 We don't have any difficulty in getting  
3 these subscriptions of LaRevue Populaire whatever, but  
4 with Le Samedi there is a little difference there.  
5 There is a price barrier there, and La Populaire is  
6 a dollar and a half.

7 My personal viewpoint on French magazines  
8 is that there are quite a number of them -- some of  
9 them, I suppose, would not rate very high, but others  
10 do -- and I have very often been edified in reading  
11 some of these papers or reports on international  
12 situations that I probably might not have found at a  
13 more local level.

14 But if we were suffering it would show in  
15 our circulation chart, and there is no indication  
16 that we are suffering in that direction.

17 COMMISSIONER BEAUBIEN: You have some-  
18 thing on page 4, comparing 1953 and 1959, "Le Samedi  
19 and Populaire showed these advertising volumes..."  
20 and Le Samedi has gone down considerably whereas  
21 Populaire has maintained itself.

22 MR. SAURIOL: There are many reasons for  
23 that. The same situation is true today. As a  
24 matter of fact, several publications in Canada went  
25 through this sphere. Le Samedi for many years has  
26 been the most prosperous of the two. Personally,  
27 I think the decrease was due to a combination of  
28 circumstances, some of which are very technical, but  
29  
30







1 others have to do with television and an internal change  
2 when we went from a weekly to a semi-weekly; there  
3 was a change in that particular field. Now, the  
4 selling effort we put was identical behind that of  
5 La Populaire. We certainly didn't work less hard  
6 than we did previously; and Populaire showed a very  
7 strong increase and showed this excellent increase  
8 this year, but the other has decreased. All these  
9 things add up to it. But the thing has happened  
10 elsewhere. One particular publication has shown a  
11 decrease of 50% in its lineage in the magazine field.

12 I know of other reasons, but they are re-  
13 lated to selling technicalities which, I don't think,  
14 would be of too much interest to you.

15 COMMISSIONER JOHNSTON: Could you give  
16 us some detail of the advantages that, say, McLean's  
17 would have over you in selling French Canada? Have  
18 they editorial advantages?

19 MR. SAURIOL: The editorial structure so  
20 far as Le Samedi and La Populaire are concerned has  
21 met with the approval of the French-Canadian people.  
22 That, sir, is indicated through letters, it is in-  
23 dicated through constantly growing circulation. The  
24 editorial structure of our publication, analysed  
25 article by article, is good.

26 Now, McLean's Magazine of two weeks ago  
27 ran an article on Yoga. It was a good article  
28 but principally a picture story. This is sweeping  
29  
30





1 Canada in some degree as a fad, but, nevertheless, it  
2 is receiving a great deal of interest; so the  
3 editress of La Revue Populaire wants to explain this  
4 subject from the standpoint of Church opinion on  
5 Yoga, because these are two different thoughts. In  
6 other words, the basic religion behind Yoga is not  
7 the Church. But she made a study of it and re-  
8 ported the effect of it in an article, and this re-  
9 conciles it with the teaching of the Church, and  
10 since then there has been a great increase. I  
11 think that we have taken an excellent editorial  
12 position; but I also maintain that we are doing a  
13 job for our readers insofar as the number of subjects  
14 which we get in, because you can scarcely get them  
15 into a publication once a month.

16 Certainly, we are basically a French-  
17 Canadian institution, so that everything we do must  
18 be that from the grass roots in Le Samedi or La Revue  
19 Populaire -- most certainly La Revue Populaire,  
20 probably a little less in the case of Le Samedi --  
21 but the subjects and the style and so on are based  
22 entirely in that field.

23 COMMISSIONER JOHNSTON: Covers are very  
24 expensive, are they not?

25 MR. SAURIOL: Covers?

26 COMMISSIONER JOHNSTON: Yes.

27 MR. SAURIOL: They can be expensive.

28 COMMISSIONER JOHNSTON: Well, I understand --  
29  
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1 I may be wrong -- I understand that in the case of  
2 McLean's Magazine -- and the same with Chatelaine --  
3 the covers will be in both editions, French and  
4 English.

5 MR. SAURIOL: Yes.

6 COMMISSIONER JOHNSTON: So they would  
7 have one expense for covers...

8 MR. SAURIOL: I think that is their  
9 policy.

10 COMMISSIONER JOHNSTON: That would make  
11 one very definite advantage that they have.

12 MR. SAURIOL: We do have to make all of  
13 our covers, and in the case of Le Samedi, for some  
14 time we chartered a very well known artist and he did  
15 scenes which were typical of Quebec; but whatever  
16 covers we plan we have to plan them as something we  
17 can only use there.

18 This is something that must be taken into  
19 consideration.

20 COMMISSIONER JOHNSTON: Well, now, you  
21 think a French paper has to be edited in Quebec?  
22 You couldn't do it from New York?

23 MR. SAURIOL: Well, I don't think I have  
24 said that.

25 COMMISSIONER JOHNSTON: You didn't, but  
26 other people have claimed that.

27 MR. SAURIOL: I am a very liberal type of  
28 Canadian. I think the plan there has been to use the  
29  
30





1 French talent for the actual editing; and I can say  
2 this -- and they will find it out just as quickly as  
3 anyone else will -- if they haven't got the right  
4 formula... If I could just digress and tell a little  
5 story for a moment, which Mr. Howe told at one of the  
6 press meetings, of the company that called all its  
7 dog food salesmen in, and they were asked:

8 "What is the matter with you fellows? We have the  
9 best equipment and the best plant. Why don't you  
10 go out and sell?" and the reply was: "The dog's  
11 don't like the stuff"!

12 All the mistakes aren't made exclusively  
13 by the publisher whose feet are not anchored on the  
14 ground as much as others. We have made some par-  
15 ticularly sensational mistakes ourselves, particularly  
16 with Le Samedi when, a few years ago, we took an  
17 editorial course that was not what the readers wanted;  
18 and our competitor friends are going to find this out  
19 if their formula isn't right; they are going to find  
20 it out.

21 Our formula is right because we know the  
22 readers like it; but I certainly wouldn't like to  
23 make any rash statement that you have to be in any  
24 precise place. I want to be fair and objective.

25 COMMISSIONER JOHNSTON: Your circulation  
26 figures are 80,000 for the one paper and 120,000 for the  
27 other. Is that on the basis of close to saturation,  
28 or how does it compare with circulation in the rest of  
29  
30







the country?

1 MR. SAURIOL: Well, with Populaire, of  
2 course, you get into a different realm. We think  
3 you have to compare that with an established English  
4 woman's magazine...

5 COMMISSIONER JOHNSTON: Say, Chatelaine?

6 MR. SAURIOL: ...and you also have to  
7 get into many other things. The circulation is  
8 lower because it was published weekly and it is now  
9 published twice a month. The \$3.20 of a subscription  
10 rate is a barrier. La Revue Populaire is a woman's  
11 magazine selling at a little lower rate. The woman  
12 is also at home and can be reached more readily than  
13 a man. It is a different situation entirely; but  
14 our coverage in Quebec compares, certainly, with the  
15 coverage of these magazines in Ontario and the west.  
16 Saturation is one big point that is not always taken  
17 into consideration for Quebec, too. The market  
18 is not as big as it looks on the map. First of all --  
19 Mr. Beaubien knows this better than I do -- you have  
20 to take out the non-French element and then you have to  
21 take out the rural French. I know about this because  
22 I have spent twelve years travelling through Quebec  
23 and studying the market, and the market is based on the  
24 larger cities and those with French populations.

25 I would think that La Review Populaire, which  
26 is forecast at 125,000 this spring, will eventually  
27 reach 150,000, but that is it, unless you wish to start  
28 to give it away and water it. But if you want good  
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1 readers of these magazines you have to promote good  
2 thought; and they are good, wholesome magazines and they  
3 reach, naturally, a better-than-average type, and then  
4 you are getting pretty close to saturation in the  
5 immediate future.

6 COMMISSIONER JOHNSTON: You think your  
7 troubles really began with the Reader's Digest  
8 accepting advertising?

9 MR. SAURIOL: I make that point because  
10 it is very clear in my mind, but we have got to be  
11 fair in this thing. Your troubles don't emanate  
12 from one particular thing; they emanate from a number  
13 of circumstances.

14 In these early days Le Samedi was a smaller  
15 publication and it struggled on its way up; then, in  
16 a few years it got along a little faster, and by doing  
17 certain things the situation improved.

18 It is my memory of things that I think my  
19 competitive friends in the English magazines suffered  
20 in the same way; but I quite remember that because I  
21 was offered the position of manager of Reader's Digest  
22 and Selection and I didn't take it, for reasons of my  
23 own; but I remember that the advertisers continued  
24 buying Le Samedi and La Revue Populaire in impressive  
25 figures but as soon as the new rate came in the people  
26 said: "We are getting into it at such a low rate,"  
27 and I have tried to demonstrate how it wouldn't be  
28 enough to make ready the magazine and pay for the ad.





1 COMMISSIONER BEAUBIEN: What trouble do  
2 you have in the matter of preparation charges for  
3 advertising? Do most of your advertisers present  
4 you with a copy in English and you have then to  
5 translate it?

6 MR. SAURIOL: This is a department which  
7 is very well organized at the present time. Twenty  
8 or twenty five years ago it was not. But most of  
9 the agencies work through translators, or have their  
10 translating department, and that material usually  
11 reaches us ready. Thank God! Because one  
12 advertisement which came to us from the States a  
13 few weeks ago had to be translated and we ran into  
14 \$200 of our own time translating it. But usually  
15 that material comes in, and there are several  
16 reasons for that. A campaign of translation is  
17 synchronized, and the advertiser who uses the  
18 magazines probably uses the newspapers or the  
19 weeklies, or whatever it is; and the publisher who  
20 attempts to translate has no means of knowing how  
21 good these people are at speaking French and he is  
22 going to use different terms, with the result that  
23 the synchronization of the theme is lost; and that  
24 is taken into consideration, and the advertisers  
25 and the agencies usually prefer to have the material  
26 sent us.

27 We have had occasion where it might have  
28 helped us if we had been able to make plate charges,  
29  
30







1 but you can't do that, because if you make plate  
2 charges for one advertiser you must do it for the  
3 other. You can't have a rule that belongs to one  
4 and not the other. The publisher that goes out on  
5 a limb to make charges for one advertiser has got  
6 to make the charge for the others. He has got to  
7 do it for all or none.

8 COMMISSIONER JOHNSTON: Have you any  
9 idea how much of the advertiser's dollar reaches the  
10 publication?

11 MR. SAURIOL: Well, according to the rate  
12 card -- and I am not the financial expert around our  
13 place, and I don't know too much about the dollar --  
14 I try to bring them in -- but the only exception is  
15 the service of the agency commission; there is also  
16 the agency commission of the 15 and the 2.

17 COMMISSIONER JOHNSTON: What about the  
18 preparation charges?

19 MR. SAURIOL: Well, there are no pre-  
20 paration charges in our case.

21 COMMISSIONER JOHNSTON: But if they have  
22 translation and engravers' charges -- artists, perhaps...

23 MR. SAURIOL: They don't go into the  
24 publisher's structure. The publisher -- and perhaps  
25 I am saying something with which you are familiar, too  
26 -- so far as the publisher is concerned the publisher  
27 operates on the basis of a rate card.

28 COMMISSIONER JOHNSTON: Yes, I understand  
29  
30

1. The first part of the report is a general introduction to the subject of the study.

2. The second part of the report is a detailed description of the methods used in the study.

3. The third part of the report is a detailed description of the results of the study.

4. The fourth part of the report is a detailed description of the conclusions of the study.

5. The fifth part of the report is a detailed description of the recommendations of the study.

6. The sixth part of the report is a detailed description of the limitations of the study.

7. The seventh part of the report is a detailed description of the future research.

8. The eighth part of the report is a detailed description of the references.

9. The ninth part of the report is a detailed description of the appendices.

10. The tenth part of the report is a detailed description of the index.

11. The eleventh part of the report is a detailed description of the glossary.

12. The twelfth part of the report is a detailed description of the bibliography.

13. The thirteenth part of the report is a detailed description of the list of figures.

14. The fourteenth part of the report is a detailed description of the list of tables.



ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Sauriol)

- 24 -

1 that.

2 MR. SAURIOL: And the supplementaries,  
3 translation and engravers -- all the supplementaries  
4 -- they don't enter into our rates.

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1  
2 COMMISSIONER JOHNSTON: But they do enter  
3 into the advertisers position.

4 MR. SAURIOL: You are bringing up the  
5 point which has frequently occurred in my  
6 recollection of things. As my advertisers say  
7 "Well, I would like very much to run this ad but I  
8 have a \$500.00 product and I just cannot do it."  
9 By the time I change these plates over -- it depends  
10 on the plates -- most of these agencies today make  
11 their plates that you can adapt them if you get in  
12 a lot of work. You tell the advertisers all this,  
13 you want to knock it out and mortise it. So many  
14 many ads go by the board in that way. I am sure  
15 anyone in this room acquainted with magazines will  
16 bear that out.

17 COMMISSIONER JOHNSTON: I think that is  
18 all.

19 THE CHAIRMAN: You say on page 6 that  
20 your magazines are dedicated editorially to the French  
21 Canadian scene; they are edited for the French  
22 Canadian way of life. Having being born in Quebec  
23 myself I seem to believe that the French Canadian  
24 way of life in the city is not quite the same as  
25 the French Canadian way of life in the countryside.  
26 Apparently then you are only then dedicated to the  
27 ways of French Canadians in the city because you say  
28 you do not bother much with the rural scene.  
29  
30





1  
2 MR. SAURIOL: That is true. I do not  
3 say by that that the French Canadian country person  
4 has not developed. I have made a study over the  
5 last thirty years in this market by walking up and  
6 down the streets in every city and town in the  
7 province of Quebec. When you are publishing the  
8 magazine you have to have a line of demarkation.  
9 The styles on St. Catherine's street, if you give  
10 that to your city readers it will have an immediate  
11 impact on those people but not necessarily out in  
12 the smaller places. That is why when you are  
13 editing a woman's magazine, style, fashion and  
14 cooking and so on you have to see what area you  
15 are going to work in because this whole line of  
16 recipes -- it will run through into styles and  
17 into diet -- you cannot conceive that the diet  
18 of a city woman is the diet of a country woman.  
19 The women in the city today are worrying about  
20 keeping slim.

21 THE CHAIRMAN: I understand all that  
22 but this becomes with you a business proposition  
23 you cannot afford to go out into the rural ridings,  
24 is that the idea?

25 MR. SAURIOL: Definitely.

26 THE CHAIRMAN: I do not object to that  
27 but I do object to you saying that you are dedicated  
28 to the French Canadian scene -- "our magazines are  
29 dedicated to the French Canadian way of life" --  
30





1 it is only in the cities for the reason which you  
2 give us.

3 MR. SAURIOL: Then I owe the Commission  
4 an apology.

5 THE CHAIRMAN: You do not have to apologize.  
6 I just point this out. What is the editorial  
7 character? I know you have dealt with that but do  
8 you publish stories or articles or pictures?

9 MR. SAURIOL: It is broken down. I have  
10 the copies here but I do not wish to belabour you  
11 with it because it is very clear in my mind. For  
12 instance, in cooking we have a major cooking article  
13 a month by an expert dietician in Quebec. She  
14 follows the procedure of analyzing her subject if  
15 it is on herbs or Christmas dinner she times these  
16 to the various parts of the year and comes up with  
17 a thorough analyses on the subject accompanies by  
18 20 or 30 recipes. These are all peculiar to the  
19 use of the people to whom she is writing.

20 On styles we work in two areas, we work  
21 with Simplicity patterns which are bilingual and  
22 sold all through Quebec and we secure quite a number  
23 through a local service taken in Montreal and probably  
24 Quebec city. At times we have review pages because  
25 these have always been known in a French magazine.

26 We do a considerable amount of child welfare  
27 which is important. At certain times of the year we  
28 specialize in children's dress This magazine  
29  
30







endeavours to reach into all the areas of the home in which the urban woman is interested. Le Samedi is a different thing, it is lighter reading travel, fiction, events.

THE CHAIRMAN: Where do you get your fiction?

MR. SAURIOL: Right from France.

THE CHAIRMAN: From France?

MR. SAURIOL: Yes.

THE CHAIRMAN: Do you try to bring on any young French Canadian writers?

MR. SAURIOL: We have quite a number who write for the Samedi but I would be very remiss in trying to tell you that we do not bring that fiction in from France. I will tell you why. Long before there was any magazine of any significance in Quebec, and the publishing industry does not go back that far in Quebec -- it goes back a handful of years -- the French Canadian got his reading from fiction in France. Every book store in the province of Quebec did, and still does, sell these volumes by the thousands.

THE CHAIRMAN: Paper covers?

MR. SAURIOL: Paper covers, they are the background. I make no objection to that because they are a literary and an education background which the French Canadian very sorely needs in these days when he is surrounded by 130 million





1 English speaking people. We have consistently  
2 brought in these fiction stories from France. To  
3 handle the Revue Populaire we have a book novel  
4 a book length novel with 20 pages tagged on both  
5 sides for good measure. We still believe you have  
6 to have this book length novel.  
7

8 Now, we did the best we could with the  
9 cloth at our disposal. It is all right for some  
10 people to come in today and say "Sure, we are going  
11 to pay \$500.00 or \$700.00 to this fellow" -- but  
12 not on our budget. I think it is a credit to us  
13 to have put out two magazines on a shoe string.  
14 If we can get these type of writers from France  
15 and the people buy them in book form for years,  
16 we can publish them in our magazines, we are giving  
17 them a service. It still has to be proven to me  
18 that the things that come from France are not good  
19 for the French Canadian people -- they are good  
20 for the French Canadian people, technical points  
21 and that sort of thing.

22 THE CHAIRMAN: Do you make an effort to  
23 get more circulation in the rural areas, mail  
24 subscribers.

25 MR. SAURIOL: No, except in the case of  
26 renewals.

27 THE CHAIRMAN: If you went after the  
28 extensive French Canadian population in Ontario  
29 would you put yourself then in a better position  
30







1 to compete in advertising with the competition you  
2 have?

3 MR. SAURIOL: That is a fight for the  
4 future but the basic point of this is circulation  
5 ~~curved~~ to the normal scale. Now, how many more  
6 people could we impress or sell if we increased this  
7 circulation, another 50,000 going to the rural area;  
8 the editorial background follows one curve and the  
9 advertising also follows it. The advertisers tell  
10 me all the time that they want coverage in the  
11 larger centers because that is why they buy La Revue  
12 Populaire. We may be building for something later  
13 on if we have the revenue to do it but in this type  
14 of publication it is better to leave it to the  
15 rural publications which are doing a very good job.

16 THE CHAIRMAN: What proportion of our total  
17 revenue do you get from our sales?

18 MR. SAURIOL: At one time it was an  
19 impressive figure but today La Revue Populaire sells  
20 for 15¢ to the dealer and 20¢ wholesale.

21 THE CHAIRMAN: Is that less than the French  
22 Chatelaine?

23 MR. SAURIOL: Yes. For every copy we sell  
24 over the counter we get 5¢ back. Le Samedi which  
25 sells for 20¢ would be the same thing. On  
26 subscriptions, we took on a very intelligent chap  
27 a few years ago and he is doing an excellent job.  
28 He has an office in Montreal and employs from 30 to  
29 70 men. His operating costs come out of the  
30 subscriptions and all we get is the mailing list





1  
2 so we are dependant mainly on the advertising  
3 revenue.

4 COMMISSIONER JOHNSTON: Have you people  
5 got your own printing plant?

6 MR. SAURIOL: You raise a very interesting  
7 point. Some companies wonder why we are still around.  
8 Well, we are going to be around as long as there is  
9 one ounce of fight left in us. We own our own  
10 printing plant and our own photo engraving plant.  
11 Several years ago we spent about \$300,000 on a five  
12 colour press and we almost went broke trying to pay  
13 it off before we should. We have our own delivery  
14 system employing twenty distributors in the province  
15 of Quebec and we operate through 6,000 dealers.  
16 We are a very close knit organization. There are  
17 no fancy titles around our place, expenses are cut  
18 to the bone. We are a skeleton staff and we do  
19 our best with the resources we have but we own  
20 everything that goes into making these magazines.

21 COMMISSIONER JOHNSTON: Do you do outside  
22 work printing or engraving?

23 MR. SAURIOL: We are equipped for that,  
24 we take it when it comes and we have had some very  
25 good jobs. This is not my domaine but I would say  
26 if someone came tomorrow and wanted a big printing  
27 job of the best colour work in the country we would  
28 be delighted to do it.

29 COMMISSIONER JOHNSTON: I will be around.  
30





1  
2 THE CHAIRMAN: Is yours a public company?

3 MR. SAURIOL: It is a limited company  
4 which is owned by the Poirier family and I have had  
5 the distinction of working with these people for  
6 30 years. I think I have the honour of being the  
7 person longest associated with magazines of anyone  
8 who has come before you and if I am wrong there  
9 are people here who can deny it -- I think I am  
10 right.

11 COMMISSIONER JOHNSTON: Would you make  
12 an effort to define a rule that would prevent  
13 Macleans from giving a combination rate, or  
14 Readers Digest?

15 MR. SAURIOL: So far Macleans are not  
16 too keen about that. I think Macleans problem  
17 is that we may over exaggerate their importance.  
18 In the light of our thinking I think they are after  
19 bigger game than us.

20 COMMISSIONER JOHNSTON: What I am trying  
21 to find out is how you would enforce a rule that  
22 prevented Readers Digest ---

23 MR. SAURIOL: We could not face them.  
24 It is something like a beehive, you have to get  
25 this known around so people are aware of it. I  
26 have never quarrelled with anyone at Readers Digest.  
27 I am not anti-America, I am not anti-anything.  
28 There is no doubt about it that they have set-up a  
29 structure that makes it possible for the advertisers  
30







1  
2 -- the only thing to do is for the publishers to  
3 get together.

4 COMMISSIONER JOHNSTON: I would not  
5 advocate a law on that.

6 MR. SAURIOL: No, I am not advocating  
7 anything. As a matter of fact we are not asking  
8 for anything. We have come through some pretty  
9 thin days but we are going to fight as long as  
10 there is one ounce of wind in our stomach. We  
11 are going to keep fighting until there is nothing  
12 more to fight for.

13 COMMISSIONER JOHNSTON: I think your  
14 stand is commendable and I do not think you have  
15 overstated your case as many others have done when  
16 appearing before us.

17 MR. SAURIOL: I am trying to be honest  
18 and fair.

19 THE CHAIRMAN: Thank you very much.  
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1 SUBMISSION OF MR. GRAHAM SPRY:

2 MR. SPRY: I am a resident of London,  
3 England, but a Canadian by birth and heritage.  
4 I am here entirely in a personal capacity and at  
5 my own expense in my holiday time. This is probably  
6 the most costly series of remarks, except one, that  
7 I have ever made, the other one when I was married  
8 and said "yes"

9 I am most grateful for the honour of  
10 the invitation of appearing before you and for the  
11 privilege of being heard today. I must repeat that  
12 my views must be entirely personal; my employers  
13 are not involved and they were not consulted. I  
14 appear, therefore, solely as a private citizen who  
15 believes that a strong competitive periodical press  
16 owned, edited and written by and for Canadians is  
17 vital to the freedom of Canadian public opinion.  
18 I have no other interest than that to declare.

19 The problem before the Royal Commission  
20 is an aspect of Canadian-American relations. Anti-  
21 Americanism is wholly distasteful in individuals  
22 and folly for Canada as a nation. The will to be  
23 ourselves and to nourish our own Canadian  
24 institutions, neither requires nor implies any  
25 dislike of others and never of Americans, even  
26 though we may sometimes disagree or some of our  
27 interests be different and distinct from theirs.  
28 I regret, for example, the use of the term "foreign"







1 in some of the briefs presented.

2  
3 There are two essential conditions of  
4 continuing and healthy Canadian-American relations.  
5 I mention them because in my four visits to Canada  
6 in the past year as well as in my earlier visits to  
7 the United States, some of the feelings shown by  
8 Canadians to the United States on the one hand, and,  
9 on the other hand, the unawareness of, indeed almost  
10 the obliviousness of Americans towards Canada and  
11 Canadian feelings, both these are rather disturbing.  
12 The conditions are:

13 (i) Canadians must more clearly, more  
14 precisely and more vigorously explain to Americans  
15 the nature, problems and concepts of Canadian  
16 nationhood. This must be done not in obsolete  
17 and impossible nationalist terms but in modern  
18 internationalist terms which embrace close  
19 associations or common policies in many spheres  
20 with, however, independent, separate Canadian  
21 determination of the extent and measure of those  
22 ~~Associations~~ and those policies. Stated in friendly  
23 and sensible terms, Americans will readily under-  
24 stand and with all their generosity acknowledge  
25 the Canadian point of view. What I fear is that we  
26 Canadians are failing to give the Americans that  
27 explanation and opportunity and that in recent years  
28 we have expressed ourselves or have been interpreted  
29 as expressing ourselves in terms that have seemed to  
30





1  
2 be anti-American.

3 (ii) The condition which Americans must  
4 meet is obvious. They must become not merely aware  
5 of our existence but make an effort to understand  
6 our attitudes. Insofar as Americans are aware of  
7 Canada, they are, of course, friendly and even  
8 complimentary. But they tend to think of us not  
9 as a separate and distinct people but as another  
10 branch of their own country. Some even ask why  
11 we bother to insist on our own identity. This  
12 leads to surprise and astonishment when Canada  
13 pursues a policy of her own or when Canadian  
14 public opinion disagrees with and is different  
15 from American public opinion. Americans, and  
16 particularly American agencies of opinion, cannot  
17 take Canada for granted. International  
18 understanding is sustained only by common effort  
19 and Canadians and Americans both owe it to each  
20 other to make that effort.

21 There are two immediate and obvious  
22 examples. That Canadians are concerned by the  
23 extent to which the Canadian economy has become  
24 dependent on the American does not mean that  
25 Canadians are anti-American; it only means we do  
26 not want Canada to become a branch plant and do  
27 want to run our own affairs. Similarly, the need  
28 for keeping Canadian publications alive and for  
29 defending them against more powerful American  
30





1 publications or advertising agencies does not  
2 spring from hostility to American publications or  
3 advertisers; it springs from the understandable  
4 recognition that Canadians must own and control  
5 the instruments which shape Canadian public opinion.  
6 To the American publisher, Canada is just another  
7 market to be developed, another region to be  
8 organized. If as good Americans, they would realize  
9 that to Canada this is more than only a threat to  
10 Canadian publications; it is a weakening of  
11 Canadian influences on Canadian opinion, a matter  
12 of nationhood and not merely of business. If the  
13 Americans had understood this, the problem the  
14 Royal Commission is examining need never have  
15 arisen and this Commission would not have been  
16 created.

17           The fact is that some American publishers  
18 are treating Canada as just another split-run.  
19 This may be good business but it is not the most  
20 understanding neighborliness to disguise American  
21 publications as Canadian publications for the sole  
22 motive of acquiring Canadian advertising revenue.  
23 One of the arguments heard is that this would not  
24 happen if Canadian publications were better. They  
25 cannot be better, indeed they cannot live if  
26 American publications masquerading as Canadian take  
27 advertising revenue away from genuinely Canadian  
28 publications. And on the quality of Canadian  
29  
30







1 publications, let me say this, as one who is  
2 constantly travelling in Europe and North America,  
3 with the deepest consideration and conviction.  
4 About forty Canadian publications - dailies,  
5 weekends, magazines, business and other - are  
6 read in my home or office in England every month.  
7 American, British and European publications are  
8 also read. This is part of my business. Judged  
9 by any standard, Canadian magazines such as  
10 MacLean's, Saturday Night, the Financial Post,  
11 Weekend and others must be placed in the highest  
12 range of quality; they know their audience, serve  
13 it well and treat that audience as intelligent  
14 reasonable and capable of understanding. Moreover,  
15 they reflect Canada and keep a Canadian serving  
16 Canada abroad adequately and intimately informed  
17 of Canadian life and thought. No pseudo Canadian  
18 publication begins to achieve any of these results.

19 Now I have filed a long brief and I  
20 trust that you do not wish me to read it?

21 THE CHAIRMAN: I have read it and we are  
22 filing it as read.

23 MR. SPRY: There is a club at Oxford  
24 known as the Shakespeare Club which is a winning  
25 and dining club. The first motion at dinner is  
26 that a reading of the Bard be dispensed with. I  
27 am very glad that I do not have to read it.  
28  
29  
30





1                   However, may I summarize the two main  
2 arguments.

3                   The first argument sets out what is  
4 described as "The Strategy of Canadian Nationhood".  
5 There is a precis of it in the first page of the  
6 brief before you.     In a single sentence, the  
7 thesis is that the high policy or strategy of Canada's  
8 national existence rests upon the east-west or  
9 horizontal axis along which the regions of Canada  
10 have been united politically and economically in a  
11 single society. The Latin motto on Canada's coat-  
12 of-arms "A mari usque ad mare" or the complete  
13 sentence "And there shall be dominion from sea unto  
14 sea and from the great river unto the ends of the  
15 earth" expresses that fundamental vision, design  
16 and strategy. The coureurs de bois of New France  
17 and the traders of the Hudson's Bay Company revealed  
18 the geographic fabric of that design. The national  
19 policy of Sir John A. Macdonald and of Canadian  
20 governance for a century was founded on this east-  
21 west structure. Confederation, the Canadian  
22 Pacific Railway and other transportation or  
23 communication systems confirmed it. Canada's  
24 oceanic connections with France, Britain and  
25 Europe re-enforced it.

26                   So long as Canadians understand that  
27 Canada is fundamentally a society of peoples and  
28 regions united from sea to sea, so long as the  
29  
30







1 east-west, horizontal structure is firmly knit and  
2 strong, Canada can expand northward with hope and  
3 associate southward with confidence. The east-west  
4 axis is not exclusive or excluding but it is the prime  
5 and essential axis and when it is weakened by pulls  
6 and pressures along the north-south axis, when the  
7 balance between the horizontal and perpendicular  
8 forces is upset, the national strategy of Canada is  
9 challenged. The principle underlying this statement  
10 is illustrated by the map of Canada before you which  
11 was made by my younger son.

12 The thin red line from Atlantic to Pacific  
13 represents the east-west axis. This blue triangle  
14 resting on the solid line represents expansion from  
15 the foundation to the great empire of the north.  
16 Resting the triangle again on the solid line and  
17 pointing it southward represents all the fertile and  
18 friendly relations of Canada with the United States.  
19 Our future as Canada rests upon the thin red line.

20 But what is the result of the thin red line  
21 is not firm and solid? Suppose the relationship  
22 between the five main regions from east to west is  
23 upset and the pulls of the north-south axis of  
24 the continent over-match and over-balance the axis  
25 of Canada from east to west? The result, if the  
26 thin red line breaks is that each region may  
27 associate less with its neighbouring Canadian  
28 region and does associate more with its similar  
29  
30





1 adjacent region in the United States.

2 This elementary symbolism incompletely and  
3 roughly but I hope strongly sums up the first argument  
4 in the brief.

5 The second argument in the brief answers  
6 this question: what is the last generation and  
7 particularly since the last war has happened to the  
8 east-west, horizontal axis and to the balance between  
9 that fundamental Canadian axis and the continental  
10 or north-south axis? In almost every important  
11 aspect of Canadian life, the pulls of the continenta  
12 have been increas ing and the balance has been at  
13 the least altered and at the worst been weakened.  
14 The Governor of the Bank of Canada, the President  
15 of the Canadian National Railways, Mr. Walter  
16 Gordon in Toronto, Professor W.L. Morton in Winnipeg,  
17 President Norman MacKenzie in Vancouver, and Mr.  
18 Michael Barkway earlier in the "Financial Post"  
19 as well as many other Canadians have dwelt upon  
20 economic trends and I will not discuss them.

21 Clearly, these trends reveal a mounting,  
22 serious and excessive dependence of the Canadian  
23 economy upon the United States. Co-incident with  
24 this shift has proceeded a similar shift in the  
25 sources of information which form Canadian public  
26 opinion. Indeed, in too many media of  
27 communication, the sources of information are not  
28 Canadian but American and the distribution is too  
29  
30





1 often made not between Canadians and Canadians but  
2 between Americans and Canadians. The flow is less  
3 along the horizontal than along the perpendicular.  
4 In motion pictures, syndicated newspaper features, in  
5 radio and television programming, in magazines,  
6 other periodicals and, for that matter, principles  
7 of education as well as in many other examples,  
8 these agencies shaping public opinion, providing  
9 news and information, and occupying leisure are  
10 predominantly American in origin and American in  
11 character. In a large measure, and in too  
12 many spheres, Canadians have lost control of the  
13 instruments which influence and form Canadian public  
14 opinion.

15  
16 --- Short recess.  
17  
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1 --- Upon resuming after recess.

2 MR. SPRY: If, this sort of situation  
3 could be imagined to exist in the United States,  
4 we know perfectly well that Americans would not  
5 tolerate it and would do something about it.  
6 Canadians, Mr. Chairman, as the existence of this  
7 Royal Commission demonstrates, are going to do  
8 something at least about the situation of Canadian  
9 periodicals.

10 Let us, however, and above all, not blame  
11 or chide the Americans for the existence of our own  
12 immediate problem. That is wholly our own  
13 responsibility and fault. We, the people of Canada  
14 and our governments, have been guilty for fifteen  
15 years and longer in the field of communications and  
16 in others of a blind-fold and persistent policy  
17 or un-policy of sheer inadvertence. It was said  
18 of the nobles and aristocrats in the French  
19 Revolution: "These charming beings possessed a  
20 fund of most admirable apathy." We must be  
21 careful this is not said of us. It certainly  
22 cannot be said of the energetic American business  
23 men, whose publications or television programs  
24 swamp Canada so agreeably, are guilty of apathy.  
25 Nor can we accuse them of buying us out. They  
26 are not. It is Canadian money which is paying  
27 the shot and Canadian apathy which makes this  
28 possible.  
29  
30





1 A single example, broadcasting, makes  
2 this point. Over thirty years, Canadians have invested  
3 some two and a half billion dollars in receiving sets  
4 and about \$110 millions in broadcasting stations.  
5 In say 1959, Canadians spent three quarters of a billion  
6 to operate those sets and some three hundred stations.  
7 For a fraction of that amount, one fifth or some  
8 \$152 millions a year, advertisers mainly American  
9 secured entry to ten or twelve million Canadian  
10 homes. Even the \$152 millions came from Canadian  
11 consumers. This is very good business for the  
12 American advertiser. Is it equally good business  
13 for Canada as a whole or for the Canadian companies that  
14 cannot afford to advertise over public and private  
15 stations and receiving sets in Canada, all of which  
16 have been bought and paid for by Canadians? The  
17 fact is that Canadians, not Americans, are really  
18 responsible for the assimilation of the Canadian  
19 audience and the Canadian retail market to the  
20 American audience and market. This has its  
21 application to magazines and periodicals. It is  
22 Canadians who make split-runs profitable to  
23 American publishers. I suspect it could also be  
24 said that much of the American ownership of  
25 Canadian industries or resources arises not from  
26 direct American investment but from the earnings  
27 of American companies in Canada, that is Canadian  
28 money has contributed to American ownership in  
29  
30







1 Canada. This is wholly legitimate business on  
2 the part of Americans. It is not equally effective  
3 policy on the part of Canada. When the Titanic was  
4 slowly sinking into the depths of the Atlantic, a  
5 millionaire said to another millionaire "Let us  
6 put on our dress suits and go down like gentlemen."  
7 I hope this is not relevant to Canadian public  
8 opinion.

9 Nor must we allow it to be applied to  
10 the fate of the altogether too few Canadian magazines.  
11 They must be secured the conditions which allow  
12 them to survive and for others to be published.  
13 Split editions, overflow circulation, the heavily  
14 armoured power of American promotion, salesmanship  
15 and capital have created a situation in which  
16 Canada's own magazines are threatened. It is all  
17 very well to talk of freedom of choice and the  
18 free flow of information. Obviously we all endorse  
19 these principles. Cannitalism, however, does not  
20 wholly conform to these right and necessary  
21 principles. The list of Canadian magazines  
22 is already too grievously small.

23 What can be done to defend Canadian  
24 magazines and create the right conditions for  
25 their security and expansion? Canadians, I am  
26 sure, would not endorse exclusion and I assume no one  
27 is for an instant considering such a policy and of  
28 course it is impossible. It would affront American  
29  
30





1 friends. Canadians themselves would regard it  
2 as both petty and a form of rationing or censorship.  
3 We cannot, as Sieyes said of the revolutionary Breton  
4 Club in Paris, "propose outrages as expedients". But  
5 clearly we must do something or in five or ten years,  
6 we will have no Canadian magazines.

7 There are two hypothetical but wholly  
8 improbably quite Utopian possibilities:

9 (i) The first is that Canadian advertisers  
10 concentrate their magazine advertising in Canada on  
11 truly Canadian owned and edited magazines. This  
12 is not remotely a suggestion of boycott. On the  
13 contrary, it is a suggestion that Canadian  
14 advertisers exercise their freedom of choice and  
15 spend Canadian money on Canadian magazines and that  
16 their advertising agencies do likewise. Related  
17 to this is the reply from a Swiss correspondent to  
18 my enquiry about what Switzerland does about  
19 German and French publications. He said they  
20 raised no problems because the Swiss strongly  
21 preferred and supported their own Swiss publications  
22 and not those of other countries. If this were  
23 true of Canadians, there would be no problem.

24 (ii) The other very hypothetical notion  
25 is that American publishers as good neighbours and  
26 friends, should stop split editions, stop so-called  
27 Canadian editions, and cease heavily financed  
28 promotion campaigns for either Canadian overflow  
29  
30





1 circulation or Canadian advertising yet still in a  
2 normal, non-bulldozing way offer Canadians the  
3 opportunity to subscribe to or buy on newsstands  
4 American magazines as American magazines, and not  
5 hybrids. Admittedly this is seemingly a vain  
6 prospect, yet such is American character as I  
7 believe it to be that this is not hopelessly and  
8 wholly to be ruled out. For example, and this is  
9 perhaps not the best one, if "Time" took such a  
10 decision, Canadians could still buy the American  
11 edition and if say four pages of the American  
12 edition were devoted to Canadian news, this would  
13 please Canadians and help Americans to know something  
14 of Canada.

15 It is not within my knowledge or  
16 competence to enter into the legal, postal, fiscal  
17 and many other complexities of the problem before  
18 Canadian magazines and I must be guilty of what  
19 Disraeli called "the frigid theories of a  
20 generalizing age." I am coming to my conclusion,  
21 and the general suggestions are these:

22 (1) Define by statute the meaning of  
23 the term and description "Canadian Edition", magazine  
24 or other publication and require Canadian ownership  
25 to the extent of 75 per cent, Canadian editorship,  
26 printing and direction, and majority Canadian  
27 editorial content. The Broadcasting Act 1958  
28 is a precedent.







1 (ii) Encourage by discussion by Canadian  
2 publishers with American publishers the cessation of  
3 split editions and, if this fails, discover some  
4 statutory method of discouraging them. The tax on  
5 advertising, formerly used, might be such a method  
6 and if re-imposed it should be large enough to be  
7 indubitably serious in its effects.

8 It isn't in my notes here, but I was getting  
9 quite worried about the amount of Canadian advertising  
10 over American broadcasting stations -- money going out  
11 of this country -- and perhaps the tax could also be  
12 applied in that sphere.

13 (iii) Restrict or discourage by statutory,  
14 postal or other methods the promotion of overflow  
15 circulation, without however preventing any Canadian  
16 on his own free choice from buying an imported pub-  
17 lication. The difficult problem here is to combine  
18 free choice and some limitation on costly promotion  
19 with which Canadian publishers in a small market  
20 cannot compete.

21 (iv) Extend the most favourable practicable  
22 postal rates in Canada to publications complying with  
23 the definition of Canadian (i above).

24 (v) Redefine and prevent the practice of  
25 "dumping."

26 (vi) Somehow small or new publications  
27 deserve to survive or be born and postal regulations  
28 may be the means of helping them.

29  
30





1 I once was the owner and editor and everything  
2 else of the Canadian Forum and also of another very  
3 minority publication, the Farmers Sun. I have just  
4 been reminded that our annual deficit on the Canadian  
5 Forum was just about the same as our annual postal  
6 bill.

7 22 These perhaps "frigid theories" are  
8 aimed at defining what a Canadian publication is and  
9 at somehow equalizing the competitive position of  
10 Canadian with imported magazines and periodicals.  
11 A tariff is not proposed and it would be the very,  
12 very last resort. The facile argument against  
13 "equalizing costs" is that as a result individuals  
14 might have to pay more. This does not necessarily  
15 follow but if it did, the answer is that the money stays  
16 in Canada and is spent in Canada.

17 23. Finally, for publishers rather than  
18 the Royal Commission itself, or government, might it  
19 be suggested that a Publishers Council be formed as a  
20 body to consider and explain to the Canadian public  
21 and government the purposes and problems of Canadian  
22 publications. Trade associations already exist.  
23 You have heard from some of them. What is needed, I  
24 suggest, in addition is a Council broadly representative  
25 of both periodical publishers and the Canadian public  
26 to see the publisher's problems not so much in the  
27 terms of their own business interests as in the terms  
28 of Canadian public opinion and the national interest.







1 The chairman should be a nationally representative  
2 figure. A number of private individuals not in  
3 publishing and the publisher's representatives  
4 would constitute the Council. Its main functions  
5 would be to speak disinterestedly on behalf of  
6 Canadian publishing as an instrument of national  
7 opinion to examine publishing from that point of  
8 view and to command the attention of the government.  
9 Useful or otherwise as this may be, it is nevertheless  
10 manifest to at least this observer that the Canadian  
11 public too little appreciates the position of  
12 Canadian periodicals and has almost no realization  
13 of the extent to which Canadian public opinion is  
14 now subject to external influence and control.  
15 Of course, the Royal Commission is educating, in  
16 the most valuable way, the public on this point.  
17 It is not only necessary that the people and regions  
18 of Canada be united by constitutional and economic  
19 relations but that public opinion and the instruments  
20 of public opinion also flow between the two oceans.

21 24. Mr. Chairman, this is the end and  
22 there is no peroration, but perhaps you will agree  
23 that, as Mr. Attlee said to Mr. Churchill at the end of  
24 a long war cabinet discussion, "Sir, a monologue is  
25 not a decision."

26 THE CHAIRMAN: Thank you very much, Mr.  
27 Spry.

28 Mr. Johnston, have you any questions you  
29 would like to ask? We have half an hour left.  
30





COMMISSIONER JOHNSTON: I am not going

1 to take half an hour, Mr. Spry, but I am sure that  
2 the Chairman will intervene.

3 You mentioned Switzerland...

4 THE CHAIRMAN: That is on page 9 and page  
5 10.

6 COMMISSIONER JOHNSTON: Can the Swiss defend  
7 themselves from advertising such as the Reader's  
8 Digest advertising, as an attack, or a threat --  
9 a danger -- to Canadian manufacturers?

10 MR. SPRY: I am afraid I am not precisely  
11 informed on the situation in Switzerland.

12 I did, when I received the invitation from  
13 the secretary, suggest that I might go round to the  
14 Embassies in London and ascertain what their problems  
15 and practices were in their own countries. Later  
16 Mr. Pitfield informed me that the Commission would  
17 be making such inquiry through its own channels, so  
18 I dropped it; although some letters had already gone  
19 out and I received, I think, five replies from the  
20 obvious countries -- Switzerland, Belgium, The Nether-  
21 lands and the Austrian Embassy which answered very  
22 promptly but referred the inquiry to Vienna.

23 There are, however, examples of taxes even  
24 in these few countries for the protection of local  
25 national publications.

26 COMMISSIONER JOHNSTON: Do you know any-  
27 thing about Belgium?

28 MR. SPRY: Not in detail; the reply was very  
29  
30

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It contains a report on the state of the Union and the progress of the war.

2. The second part is a report from the Secretary of the War Department, dated January 10, 1862. It contains a detailed account of the military operations and the condition of the army.

3. The third part is a report from the Secretary of the Navy Department, dated January 15, 1862. It contains a detailed account of the naval operations and the condition of the navy.

4. The fourth part is a report from the Secretary of the Department of the Interior, dated January 20, 1862. It contains a detailed account of the land and mineral resources of the United States.

5. The fifth part is a report from the Secretary of the Department of Agriculture, dated January 25, 1862. It contains a detailed account of the agricultural resources and the condition of the farms.

6. The sixth part is a report from the Secretary of the Department of Commerce, dated February 1, 1862. It contains a detailed account of the commercial resources and the condition of the trade.

7. The seventh part is a report from the Secretary of the Department of Education, dated February 5, 1862. It contains a detailed account of the educational resources and the condition of the schools.

8. The eighth part is a report from the Secretary of the Department of Justice, dated February 10, 1862. It contains a detailed account of the judicial resources and the condition of the courts.

9. The ninth part is a report from the Secretary of the Department of the Treasury, dated February 15, 1862. It contains a detailed account of the financial resources and the condition of the treasury.

10. The tenth part is a report from the Secretary of the Department of the Army, dated February 20, 1862. It contains a detailed account of the military resources and the condition of the army.



1 brief. But there appears to be an import tax of  
2 some 5% applied on an estimated value. I haven't  
3 any more information than that. In Switzerland the  
4 reply was that there was a small purchase tax, but  
5 that also applied on local publications.

6 COMMISSIONER JOHNSTON: It applies to  
7 other things than publications?

8 MR. SPRY: Yes.

9 MR. JOHNSTON: Do you think that any  
10 Government, in view of the history of the advertising  
11 tax, would reimpose such a thing?

12 MR. SPRY: I hesitate to give a reply  
13 because I have not closely studied the operation.  
14 It would have to be different and have another name  
15 to be revived.

16 COMMISSIONER JOHNSTON: It seems to me  
17 your recommendations are counsel of perfection.  
18 What we are looking for -- at least, what I am looking  
19 for -- is something that is...

20 MR. SPRY: ...applicable?

21 COMMISSIONER JOHNSTON: And practicable?

22 MR. SPRY: Well, I made my apology, and  
23 so many people have made it. I have had reports of the  
24 Commission air mailed to me<sup>as</sup>/they appeared in the press  
25 each day, and I recognise that I am in the position  
26 of nearly everyone else except the practical publisher;  
27 and I am not a publisher.

28 COMMISSIONER JOHNSTON: Your "Canadian  
29 Forum" was subsidized, wasn't it?

...the ...  
...the ...  
...the ...

...the ...  
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1 MR. SPRY: Among friends. This is thirty  
2 years ago, Mr. Chairman. We would get \$50 from  
3 somebody and \$10. That is the way it was kept  
4 going; definitely subsidized. This is only another  
5 way of saying that it constantly and regularly lost  
6 money.

7 COMMISSIONER JOHNSTON: You suggest,  
8 possibly, another trade association. It seems to  
9 me ---

10 MR. SPRY: Not another trade association.

11 COMMISSIONER JOHNSTON: This publishers'  
12 council; you suggest the organization of a publishers'  
13 council. That is on page 11.

14 MR. SPRY: At pages 11 and 12, yes.

15 Mr. Chairman, I don't feel that the  
16 Canadian public--until this commission has been  
17 working and spreading its information -- has any  
18 realization of what is happening or what it is  
19 doing. This is a subject that has interested me,  
20 not since the Royal Commission but before it.  
21 I had called on the Association and picked up the  
22 information a year or more ago, primarily because I  
23 am interested in broadcasting. The public have not  
24 realized this -- and this is one of the most  
25 valuable things about this Commission -- that the  
26 public is now aware of what is happening. But I still  
27 think there is something to be said for a public effort  
28 which is not the effort of a trade association. That  
29 is why I suggest a mixture of publishers with their  
30 practical knowledge, the public with their independence,





1 of course, and the chairman who would be one of  
2 national respect; and you also have -- and you  
3 have properly indicated -- the vague concept of  
4 Canadian content which is applied. Who is going to  
5 do the monitoring? Who is going to measure the  
6 space? This is a terrible thing -- and you know it  
7 better than anyone else -- and I thought it would  
8 have been better to have a non-governmental body  
9 than a governmental body to do this in a medium  
10 like the press, of which there can be a limited  
11 number. Monitoring would be a problem modified  
12 by the sad fact that there are so few Canadian  
13 periodicals; I speak only of magazines, weekly up  
14 to quarterly; but there might well be the oppor-  
15 tunity of defining the content contained in terms  
16 such as the Board of Broadcast Governors which has  
17 applied 45% and 55% content in terms of time.

18 COMMISSIONER JOHNSTON: Who is going to  
19 define it?

20 MR. SPRY: That, Mr. Chairman, I suppose  
21 is ---

22 COMMISSIONER JOHNSTON: That is up to us?

23 MR. SPRY: The Board of Broadcast  
24 Governors is making some effort.

25 COMMISSIONER JOHNSTON: Well, I think  
26 they are having trouble, too.

27 MR. SPRY: I have no doubt they will.

28 COMMISSIONER JOHNSTON: But you mention  
29 Canadian companies advertising on the radio or TV  
30





1 in the United States. I don't watch the TV very  
2 much but all I can remember is beer -- beer out of  
3 Buffalo.

4 MR. SPRY: There are the Buffalo stations --  
5 one in particular; but the two examples that come  
6 particularly to my mind are CBOS, Bellingham, in  
7 British Columbia and the new station at Pembina in  
8 North Dakota which was put there deliberately, not  
9 to get the advertising revenue in the rural district  
10 of the North Dakotas but for the city of Winnipeg  
11 and the Canadian advertisers, in order to take a  
12 "crack" at a Canadian private station which is  
13 operated, or against the CBC. I don't want to be  
14 petty and national but I don't like Canadian money  
15 going to subsidize private stations or public  
16 stations over the border.

17 COMMISSIONER JOHNSTON: Are they getting  
18 much advertising, do you know?

19 MR. SPRY: It has only been in operation  
20 a few days and I have no information.

21 COMMISSIONER JOHNSTON: Well, I am glad  
22 to see that in the thirty years since you and I  
23 belonged to the Writers' Club you have become a  
24 protectionist.

25 MR. SPRY: Protectionist in what sense?

26 COMMISSIONER JOHNSTON: This for protec-  
27 tion.

28 MR. SPRY: Equalizing competition is a form  
29 of protection.  
30







1  
2 COMMISSIONER JOHNSTON: That is a good  
3 definition of "protection".

4 MR. SPRY: Let us take a look at wheat.  
5 I am not a protectionist in wheat in any degree,  
6 but I would like to see better competitive con-  
7 ditions for Canadian wheat in the world market.  
8 What we are up against in the west in the sale of  
9 our wheat is not competition in selling with  
10 American wheat; it is competition in giving away.  
11 We haven't the resources to give it away. And I  
12 do not think we have the resources to give away  
13 our magazines; but the Americans have the resources  
14 pretty nearly to give away their magazines.

15 I would not define this as protection.  
16 I would define it as competition.

17 But, this, I think is called semantics.

18 COMMISSIONER JOHNSTON: All right, thank  
19 you very much.

20 THE CHAIRMAN: Mr. Beaubien, have you  
21 any questions?

22 COMMISSIONER BEAUBIEN: NO.

23 THE CHAIRMAN: Mr. Spry, if a Canadian  
24 domestic producer -- let us say a Canadian  
25 manufacturer -- were deprived of the right, or  
26 had exercise of the right made more difficult,  
27 of appealing with advertising to the Canadian  
28 domestic market in a non-Canadian periodical would  
29 you say he was being deprived of any basic funda-  
30 mental right?





1 MR. SPRY: I would not, sir.

2 THE CHAIRMAN: I think this is ....

3 MR. SPRY: This is very important.

4 THE CHAIRMAN: ...basic. A Canadian  
5 manufacturer -- and it might be a Crown company --  
6 deprived of the right to appeal to a Canadian  
7 audience in a non-Canadian publication so defined  
8 by Statute?

9 MR. SPRY: Well, my view is prejudiced,  
10 and I would answer that as previously answered.

11 THE CHAIRMAN: You say he would not be  
12 deprived of any fundamental right?

13 MR. SPRY: I would say he would not be  
14 deprived of any fundamental right.

15 THE CHAIRMAN: Thank you; and thank  
16 you for a most interesting brief. I read the whole  
17 of it last night, even what you said about Mr.  
18 John Dewey on education which I agreed with wholly.  
19 Thank you very much for coming so far to give us  
20 such an interesting brief.  
21 It is now 12.20. We will adjourn until 2.30 this  
22 afternoon.  
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SUBMISSION OF MR. GRAHAM SPRY

OUTLINE

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PRECIS OF ARGUMENT

The east-west or horizontal axis of  
Canada was created not in defiance of geography  
but initially in response to the natural

THE HISTORY OF THE

1791

1792

1793

1794

1795

1796

1797

1798

1799

1800 and 1801

1802 and 1803

1804 and 1805

1806

1807

1808 and 1809

1810

1811

1812

1813

1814

1815

1816

1817

1818





1 opportunities offered by the river systems such as  
2 the St. Lawrence and the Saskatchewan and by such  
3 export staples as fur, timber and wheat. The  
4 strategy of Canadian nationhood rests upon the east-  
5 west foundation. Confederation, uniting the  
6 regions of Canada from sea to sea, is the political  
7 result of that strategy.  
8

9 The north-south or perpendicular axis  
10 presents contrary or rival opportunities and along  
11 it the regions of Canada tend to associate not so  
12 much with each other but with adjacent and similar  
13 regions in the United States.

14 The two directions are not mutually  
15 exclusive and the problem of Canadian strategy is  
16 to achieve the right balance between them.

17 In the last two generations, the economic  
18 pulls from the south have increasingly shifted the  
19 emphasis from the axis of Confederation to the  
20 axis of the continent and oceanic relationships  
21 have declined compared with land relationships.  
22 This shift is illustrated in the direction of  
23 trade and investment.

24 The shift in the economy has been  
25 strengthened by a shift in the sources of  
26 information which shape public opinion such as  
27 periodicals, films, broadcasting, advertising,  
28 education, etc.

29 These combined shifts are upsetting the  
30





1  
2 balance between the east-west and north-south  
3 directions and the strategy of Canadian nationhood  
4 is threatened by mounting dependence on the United  
5 States.

6 This argument emphasizes the vital urgency  
7 of ensuring the existence of Canadian publications  
8 in private Canadian ownership and the duty of the  
9 government to create the conditions which make that  
10 existence possible.

11 The Royal Commission on Publications has  
12 been appointed to consider those conditions which  
13 in the recent past have destroyed the life of  
14 Canadian publications and which, if no remedies be  
15 found, will almost certainly destroy the already  
16 too few which remain. Much has been heard by the  
17 Royal Commission in its passage across Canada  
18 of the principle of the freedom of the press and  
19 something of the dangers of interference, censorship  
20 and the like. This memorandum endorses fully  
21 the principle that press and periodical should be  
22 free and that general publishing is no arena for  
23 state operation, but, on the contrary, the proper  
24 field for private ownership and competitive  
25 enterprise.

26 2. Such principles however may be  
27 misinterpreted by the large to the injury of the  
28 small. The term freedom embraces no license or  
29 inherent right to perpetuating conditions which  
30





1 ensure the dominance of foreign and the demise of  
2 Canadian publications; nor is the assassination of a  
3 magazine an unimportant form of censorship. In the  
4 interests of a freely functioning Canadian public  
5 opinion shaped and expressed through journals owned  
6 and edited by Canadians, an inescapable obligation  
7 rests upon government to formulate policies which  
8 change the conditions now operating to the detriment  
9 of Canadian magazines and to create conditions  
10 which ensure within private ownership their  
11 opportunity to live.

12 3. This is a matter of business and practical  
13 affairs. But it is more than business. The  
14 existence of Canadian publications in diverse  
15 Canadian ownership, and expressing or reflecting  
16 diverse Canadian points of view in both the  
17 languages of the Canadian people, is an essential  
18 condition of nationhood and of independence. If  
19 Canadians lose control of the media of communication,  
20 they lose control of the information upon which  
21 national opinion and nationhood itself depend.

22 4. The Governor of the Bank of Canada has  
23 recently been pointing out that economic developments  
24 "are pushing us down the road that leads to the  
25 loss of any effective power to be masters in our  
26 own household and to ultimate absorption in and  
27 by another." The same statement applies with  
28 equal seriousness to the media of communication.  
29  
30







1 Step by step since the last war, Canadian public  
2 opinion, through publications, films, broadcasting,  
3 syndicated news and other features, has become  
4 subject to the increasing impact of powerful  
5 American organizations and most of the expanding  
6 leisure of the Canadian people has been turned over  
7 at Canadian expense, through Canadian resources, to the  
8 great commercial entertainment industry of Hollywood,  
9 Broadway and Madison Avenue. The changed objectives  
10 and principles of popular education imported over the  
11 last half century so largely from the United States have  
12 prepared Canadians as markets for American media and  
13 relatively reduced or displaced the older British  
14 and European educational objectives and influences.  
15 The significance in the life of Canada as Canada of  
16 these conditions -- the possible loss of control of  
17 economic decisions, the already large American control  
18 of media of communication, the influence of American  
19 educational principles, the integration of the  
20 Canadian advertising market into the American  
21 market and the Canadian audience into the American  
22 audience -- can no longer be ignored. In Mr.  
23 Coyne's words Canada stands "at one of the more  
24 critical cross roads in our history, perhaps the  
25 most critical of all." The Government of Canada  
26 is to be congratulated on its appointment of  
27 this Royal Commission on Publications and the  
28 creation of such an opportunity to examine the  
29  
30





1  
2 position into which Canada has drifted. The  
3 British Empire, it was said by a historian in the  
4 19th century, was acquired in a fit of absence of  
5 mind. Canada has reached the present cross roads  
6 in a similar fit.

7 5. To this discussion a few preliminaries  
8 are necessary. First, the author of this Memorandum  
9 is a Canadian of Canadian birth and parentage and he  
10 is writing solely in his personal capacity. He  
11 speaks solely for himself and without instruction  
12 from, or consultation with, his official employers  
13 or anyone else. He is now resident in London,  
14 England, as an official of a Canadian province.  
15 If, however, he writes from abroad, he writes  
16 in no isolation from Canada. His present visit to  
17 Ottawa on the invitation of the Royal Commission and  
18 at his own expense is, in fact, the fourth visit to  
19 Canada in the last twelve months. From 1926 -  
20 1932, as national secretary of the Association  
21 of Canadian Clubs, and later in other capacities,  
22 he has been across Canada, or at least five  
23 provinces of Canada, every year from 1926 to  
24 1960, except two years before and three years  
25 during the war.

26 6. This Memorandum is not anti-  
27 American and the writer in no degree is anti-  
28 American. The right relationships of amity and co-  
29 operation with the United States are crucial to  
30





1 Canada as to the whole free world. He would not  
2 wish to be guilty of a single phrase, a single word  
3 which would offend an American. On the contrary,  
4 he would wish to state the case for a Canadian  
5 nationhood, for greater Canadian economic freedom,  
6 and wider control of Canada's media of communication,  
7 in terms that would be understood and endorsed by  
8 any understanding American, in the knowledge that  
9 in the same situation the American would share the  
10 same feelings and views. The writer has had many  
11 happy and extensive connections with the United  
12 States as set out now. (He has visited places from  
13 coast to coast in the United States on numerous  
14 occasions. For nearly ten years he served with a  
15 major American Oil company and for most of the time  
16 with manager and director of one of its London  
17 subsidiaries primarily concerned with the Middle  
18 East and Asia, represented the parent company on the  
19 Board of Directors of two other international  
20 production and marketing companies, and was a  
21 director of a further subsidiary operating in Ceylon.  
22 Twice during the last war, he travelled across the  
23 United States as a "dollar a year man", first on  
24 behalf of the Lord Privy Seal, Sir Stafford Cripps,  
25 to discuss the situation in India after the Mission  
26 of 1942 with the American government, including  
27 President Roosevelt, and to explain it to the  
28 American public; and again in 1943 for a committee  
29  
30

The first of these is the fact that the

second of these is the fact that the

third of these is the fact that the

fourth of these is the fact that the

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twenty-sixth of these is the fact that the

twenty-seventh of these is the fact that the

twenty-eighth of these is the fact that the





1 of the British government under the chairmanship of  
2 the Minister of State, Foreign Office, the Rt. Hon.  
3 Richard Law. On these two trips, one of two months  
4 and the other of seven, he visited nearly forty of the  
5 then forty-eight states of the Union. Since the war  
6 he has been across the United States once from coast  
7 to coast, and several times from New York or  
8 Washington to Chicago, Kansas City or Minneapolis.  
9 Nor, let it be said, is he opposed to the entry and  
10 sale in Canada of such American publications  
11 as "Time", and Reader's Digest". He has met the  
12 publisher, Mr. Luce, in New York, Mrs. Luce several  
13 times in London or New York and took her to her first  
14 session of the British House of Commons in 1939  
15 when she was writing "Europe in the Spring". The  
16 objection is not to these publications. The  
17 objection is to their masquerading in Canada as  
18 Canadian publications and destroying the existence  
19 of genuine Canadian magazines.)

21 I. The Strategy of Canadian Nationhood.

22 7. The existence of Canada rests upon  
23 the east-west foundation of its geographic and  
24 political structure. The axis of Canadian  
25 nationhood is a horizontal axis from sea unto sea  
26 and from the great river to the ends of the earth.  
27 The horizontal axis unites Canada. The north-  
28 south or perpendicular axis has a contrary force  
29 and instead of uniting Canadian region to Canadian  
30





1  
2 region in a single economy and state, the perpendicular  
3 tends to associate each region in Canada with its  
4 similar region in the United States and thereby  
5 relatively to weaken the unifying influence of the  
6 horizontal or east-west axis. The emphasis, let  
7 us be clear, is not upon an exclusive axis, either  
8 perpendicular or horizontal; both are essential.  
9 The emphasis is upon emphasis or balance and not upon  
10 exclusivity, but if the horizontal be too much  
11 weakened or upset and the perpendicular allowed to  
12 become predominant, the basic structure of Canada,  
13 and in the worst, most extreme situation, the  
14 existence of Canada is threatened. This elemental  
15 fact, the paramountcy of the east-west and  
16 horizontal forces in Canadian life, is the essential  
17 underlying principle of Canada's high policy or  
18 national strategy. This principle is amplified  
19 in the paragraphs following.

20 8. The creation of a nation is not a  
21 process of nature but a deliberate act willed  
22 by men. Natural forces may play a vast part through  
23 such influences as geography, communications and  
24 resources, but these are used by men and the ends  
25 to which they are put is a human choice. Canada,  
26 among the nations of the world, is a deliberate  
27 creation. This involved a deliberate strategy  
28 relating to the position of Canada in the northern  
29 half of a continent. Without this strategy, Canada,  
30





1  
2 in its present form and extent, would not have come  
3 into being and if this strategy be forgotten or there  
4 is a failure to adjust it to changing circumstances,  
5 dangerous complications must inevitably arise.

6 9. The objective of the strategy is the  
7 unification of diverse regions to constitute a single  
8 society. The separate and distinct regions are  
9 familiar: the Atlantic provinces, the St. Lawrence  
10 Great Lakes Basin of Quebec and Ontario, the Pre-  
11 Cambrian Shielf, the prairies and the Pacific Coast.  
12 Each of these in Europe would be the base for one or  
13 more nations.

14 10. In this diversity there is a central  
15 conflict between the opportunities for communication  
16 and trade along an east-west axis, and the alternatives  
17 along a north-south axis. The first was established  
18 by the fur trade, using the St. Lawrence Great Lakes  
19 system and the Saskatchewan system. These two  
20 inter-related natural systems of communication  
21 mapped out and laid down the foundations for  
22 Confederation which the railways, airways and  
23 electronic communications, as well as common  
24 government, have confirmed.

25 11. The opposed lines of force along the  
26 perpendicular tend to associate the regions, not  
27 from east to west along the structure predicated  
28 by the two great rivers and the railway or other  
29 systems which confirmed it, but from north to  
30









1 south associating the Atlantic provinces with the  
2 Atlantic region of the United States, Central  
3 Canada with central northern United States, the  
4 prairies with the American prairies, the Pacific  
5 coast with the neighbouring American states.  
6

7 12. These two possible directions --  
8 east-west or north-south -- are decisive throughout  
9 the whole of Canadian history and the strategy of  
10 Canadian governance, whether of the French, the  
11 British or the Canadian regimes, has been a strategy  
12 based on the east-west axis and upon the objective  
13 of uniting diverse regions from east to west, rather  
14 than with the similar regions from north to south.  
15 Emphasis, let it be repeated, upon the horizontal  
16 does not exclude the perpendicular but the horizontal  
17 cannot be too greatly sacrificed to the perpendicular  
18 without weakening the foundation on which Canada  
19 exists.  
20

21 13. It is frequently said that Canada was  
22 created in defiance of geography. This is true  
23 but in part only. There was and is a natural  
24 foundation in the geography of Canada for  
25 unification from east to west, namely, as stated,  
26 the east-west direction of the main river systems.  
27 Secondly, there is the Pre-Cambrian Shield from  
28 Quebec to northern Alberta, distinct from any  
29 similar region in the United States (except in two  
30 small areas in New York and Minnesota) and exerting  
either an east-west or northern influence especially





1  
2 in earlier Canadian expansion. Third, there are  
3 climatic factors. Upon these geographic foundations  
4 the Canadian structure was raised by peoples partly of  
5 the same and partly of quite different ethnic origins  
6 from those of the United States.

7 14. The trade of early Canada until the  
8 present century decisively used and supported the  
9 east-west direction of Canadian geography. The  
10 rivers led westward and northward into the Shield  
11 where the richest fur-bearing animals were to  
12 be found, and, first by the St. Lawrence and later  
13 by the Hudson's Bay, this export staple reached  
14 European markets. Thus, the export staple related  
15 the regions of Canada to one another along the  
16 horizontal and re-enforced the horizontal within  
17 Canada by its extension and dependence on Europe.  
18 The horizontal was, in fact, extended through trade  
19 to and from France or Britain across the ocean to  
20 the river systems of Canada. The construction of  
21 the Canadian Pacific Railway/<sup>was</sup>a deliberate and bold  
22 stroke of national strategy designed to respond to  
23 and serve and confirm the east-west, horizontal  
24 structure of the emerging trans-continental nation.  
25 The economy of Canada was established on the  
26 exchange of goods between the regions within  
27 Canada and between Canada and Europe by the St.  
28 Lawrence and the Atlantic. Confederation was  
29 both a means and expression of this concept and  
30





1 strategy. The wheat industry of the prairies,  
2 displacing the older trade in furs and re-enforcing  
3 the St. Lawrence and Atlantic trade in timbers, both  
4 linked together the several regions of Canada and  
5 linked Canada with Europe, doubly expressing and  
6 strengthening the horizontal, east-west and oceanic  
7 axis of the national structure. Wheat is even  
8 today the leading export staple moving along the  
9 horizontal and by the oceans to Europe and Asia,  
10 a maritime and international, in contrast with  
11 land and continental, factor.

12 15. Other forces were always at work  
13 in the opposite direction but as long as the  
14 export staples related Canada to the oceanic there  
15 were no severe stresses or conflict between the  
16 horizontal and perpendicular lines of force.

17 16. Between the two wars, new economic  
18 forces, equally the result of the choices of  
19 men, emphasized the perpendicular or north-south  
20 lines of force. The most notable of these was  
21 the pulp and paper industry, based largely upon the  
22 timber and water power of the Pre-Cambrian Shield.  
23 The main market for pulp and paper products was  
24 created by the literate masses of the American  
25 people. Secondly, there was the mineral industry,  
26 in particular nickel and base metals, which again  
27 found their main market in the United States.  
28 A third force was tourism in both directions.  
29  
30







1 These three forces and many others emphasized the  
2 north-south forces in the continent and the identity  
3 or approximate identity of the various regions of  
4 the continent. Investment, as Europe declined as  
5 a source of credit, also re-enforced the trend of  
6 increasing emphasis in economic relations upon the  
7 north-south axis, upon the continental rather than  
8 upon the international and oceanic. It would be  
9 an absurdity to suggest that the great benefits  
10 of trade with the United States weakened Canada; on  
11 the contrary, paper and minerals served to develop  
12 new areas of Canada, widen her prosperity, support  
13 increased population and thereby enlarge the flow  
14 of trade, not only north and south but east and west,  
15 within Canada and on the oceans. But as a question  
16 of balance or emphasis, clearly the perpendicular  
17 gained not at the expense of but relative to the  
18 older and fundamental east-west horizontal structure.  
19 Canada became, in this single respect, more North  
20 American and less international.

21  
22 17. The result, in sum, is that with  
23 increasing emphasis since the end of the second  
24 war, the balance of forces in Canadian strategy has  
25 been altered. The oceanic connections have  
26 relatively declined and the horizontal or east-  
27 west basis has been relatively altered in favour  
28 of the perpendicular or north-south. In effect, the  
29 unifying influence of the old St. Lawrence and  
30





1 Saskatchewan system or transcontinental railway  
2 system has been weakened relatively and continental  
3 forces have been powerfully asserting themselves.  
4 It is of these which ~~the~~ Governor of the Bank of  
5 Canada has been so seriously speaking.

6 18. Other influences, to be illustrated  
7 later, have re-enforced the economic and geographic  
8 perpendicular pulls of the continent and of North  
9 Americanism. On the world scale, there are two,  
10 first, the polarization of military power between  
11 the Soviet Union and the American union, and, second,  
12 the temporary prostration of Europe immediately  
13 after the war. The first will not alter for a  
14 generation and has required the dependence of  
15 all the free world upon the resources and judgment  
16 of the United States. The decline of Europe limited  
17 the expansion of Canada's trade in that direction  
18 and emphasized the dependence of Canada on the  
19 American market. Europe is not now in decline  
20 but in the initial phase of expansion and  
21 unification and if this process is continued in  
22 peace, the re-emergence of Europe as a centre of  
23 world power and the assertion of that power will  
24 bring into being an economic system comparable to  
25 that of United States or of the Soviet Union, with  
26 a skilled population greater than either. The  
27 renaissance of Europe may bring about either a  
28 new expression of Canada's oceanic character or  
29  
30





1 decisively integrate the Canadian economy with the  
2 American.

3 19. Great issues of high policy therefore  
4 are arising and on them the decisions of the Canadian  
5 people must, in the not distant future, be taken.  
6 Will they be taken in the interests of Canada as a  
7 separate entity or as a subordinate part of the  
8 United States system? Will they be taken on  
9 information distributed by Canadians through  
10 Canadian channels of communication? Or through  
11 American channels or American information? Will  
12 Canadians be informed by Macleans magazine or Time?  
13 By the American broadcasting systems or the Canadian  
14 Broadcasting Corporation? As will be shown  
15 below, Canadian public opinion like the Canadian  
16 economy has seriously drifted into dependence upon  
17 the United States to an extent which is a matter  
18 of concern. In the control of media of  
19 communication, whether of periodicals or of  
20 broadcasting, here also Canada is at the  
21 crossroads.

22 20. The strategy of Canadian nationhood  
23 in the XXth century must be expressed in XXth  
24 century terms and in conditions very different  
25 from those of the XIXth or XVIIIth centuries and  
26 still more from those of the XVIIth and XVIth  
27 centuries when the fur traders of New France or the  
28 Hudson's Bay Company were laying down the routes  
29  
30







1 and mapping the rivers upon which from sea to sea  
2 Confederation was ultimately established not by war  
3 but in peace. Yet the alternatives and the fundamentals  
4 are not in principle new. The alternatives are  
5 **absorption**, not necessarily involving annexation,  
6 into the continental structure and the loss of free  
7 decision in subordination to the American system or,  
8 on the other hand, a re-assertion and re-emphasis  
9 upon the historic east-west, horizontal axis of the  
10 Canadian realm, the strengthening of the association  
11 of the regions and provinces of Canada from sea  
12 unto sea, and a renewal or broadening of the flying  
13 buttresses of the old association with Britain,  
14 with Europe and the wide world of the oceanic  
15 Commonwealth. The alternatives, it is repeated,  
16 are not mutually exclusive; emphasis upon one does  
17 not imply or require abandonment of the other;  
18 the problem is a problem of balance between the  
19 alternative policies and of so shaping and harmonizing  
20 several policies of happy association with the  
21 United States and a wider association with Europe and  
22 the world that the freedom of Canada to live her own  
23 life is ensured and that the continental influence  
24 does not overwhelm or snap the fruitful historic  
25 and paramount unity which the east-west course of  
26 expansion has conferred.  
27

28 21. With this comment, let us turn to  
29 some illustrations of the extent to which spheres  
30





1 of Canadian life have drifted into the orbit of the  
2 United States and tend more and more to make Canada a  
3 satellite of United States and to depend in  
4 economic policy on American decisions and in  
5 public opinion on American news or information. The  
6 word drifted is stressed. There has been no decision  
7 of high policy defining an all-embracing direction  
8 on either the part of Canada or of the United States  
9 as states. Americans indeed may well be surprised,  
10 even astounded, at the concern Canadians reveal and  
11 properly the American people will deny any intention  
12 of bringing about any of the results which Canadians  
13 now fear. There is not, of course, anywhere among  
14 our great neighbours even a remote purpose to annex  
15 or to control Canada. The United States government  
16 has acted scrupulously and generously quite to the  
17 contrary purpose. What gives Canadians pause,  
18 however, is not these intentions but the forces at  
19 work.  
20

21 II. Illustrations of Some Current Trends.

22 A. Economic.

23 22. It has been already sufficiently  
24 suggested, for example in paragraph 16, that a great  
25 shift has occurred in the direction of Canadian  
26 external trade and the sources of Canadian investment  
27 from other countries. The shift has been from the  
28 east-west or horizontal to the north-south or  
29  
30





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

perpendicular. The bulk of Canadian trade is now with the United States by continental means of transport rather than with Britain and Europe by oceanic means: the pulls of the continental forces have been stronger than those of the oceans and the east-west axis has been relatively weakened. The trend began before the first war but its decisive assertion may be said to have been clear and dominant from a date between the two wars and the rise of the pulp and paper industry, of base metal mining and tourism. Uranium, iron ore and other exports to the United States market, joined with increasing dependence on American technology, capital equipment and investment, have confirmed and accelerated the earlier shift. No amplification in the memorandum is necessary to establish the vast increase of Canada's economic dependence on United States or the imbalance between the perpendicular and horizontal factors in the strategy of Canadian nationhood. The recent addresses of Mr. James Coyne and "The Canadian Balance of International Payments 1959" D.B.S., Ottawa, may be referred to. One statement of Mr. Coyne graphically illustrates the position. He said (Nov. 19, 1960):

"Already, 60 per cent of the dividends paid by all Canadian corporations go to non-resident shareholders."







1     B. Publications.

2                 23. The other many submissions to the  
3     Royal Commission sufficiently describe the reliance of  
4     Canadians upon American publications for information  
5     and entertainment. The present position is  
6     illustrated by the fact that of 103 magazines with  
7     over 10,000 sales in Canada of each issue, only nine  
8     are Canadian and that on a sample newsstand on  
9     September 19 in Toronto, 352 publications were  
10    American, six Canadian and four British. In addition,  
11    it may be observed that a large part of each daily  
12    newspaper is occupied by syndicated American news,  
13    features, illustrations, commentator's columns and  
14    other items and that the comics either in the  
15    dailies or sold as magazines are almost wholly  
16    American. In respect of publications, information  
17    is largely derived from and the leisure spent on  
18    reading them is overwhelmingly devoted to those  
19    owned and written by Americans for Americans.  
20    Their influence has increased, is increasing and  
21    ought to be diminished, not by exclusion or  
22    interference with the reader's free choice but by  
23    creating in Canada conditions which allow Canadian  
24    publications fair and equal competitive conditions  
25    and adequate defence against the business power of  
26    imported publications.





1  
2 C. Motion Pictures

3 24. The same situation largely obtains in  
4 the films seen by Canadians. Paid admissions in 1957  
5 numbered 156.7 millions. The distribution by national  
6 origin of films seen by these audiences is quite  
7 impossible to estimate. The American films, however,  
8 are overwhelmingly predominant except in about 150  
9 theatres associated with British interests in  
10 English Canada and a smaller number associated with  
11 French interests in Quebec. For all practical  
12 purposes, except for the National Film Board and  
13 two or three companies of the stature of Crawley,  
14 Canadian film industry is small and it does not  
15 produce full length entertainment features. In  
16 effect, therefore, the use of leisure for the seeing  
17 of motion pictures has been turned over to Hollywood  
18 and to American films. That this was happening  
19 was fully appreciated and the creation of the  
20 National Film Board on the suggestion of a group of  
21 forward-looking Ottawa citizens between the wars  
22 was one result of that recognition. Its contribution  
23 has been immense, both in teaching Canadians about  
24 themselves and in teaching other people about  
25 Canadians, but it is not a substitute for a commercial  
26 industry producing Canadian features. It would  
27 be interesting to enquire why countries of the  
28 size of Sweden, Switzerland and Italy, either with a  
29 smaller population or a smaller theatre-going  
30

of artistic expression in the

of the artist's personality.

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1 population, sustain film industries, while Canada  
2 does not. One of the reasons is that a plan to set  
3 up such an industry was actively discouraged by  
4 American interests at some point in the last two  
5 decades when the government of the day examined it.  
6 One of the ideas canvassed was the establishment  
7 of a film finance corporation, similar to that later  
8 established in Britain, to lend money for Canadian  
9 film production from a fund created by a levy on all  
10 theatre admissions or film profits. The levy  
11 on admissions was to be wholly distinct from the  
12 provincial entertainment tax, the returns of which  
13 accrued to the provincial government. In effect,  
14 the suggested levy was to constitute a contribution  
15 from profits earned in Canada by American and other  
16 non-Canadian importers or producers of film. The  
17 fund would not have been vast but would have added  
18 to private producers in Canada revenues comparable  
19 to those voted by Parliament to the National Film  
20 Board and would have created a fund which private  
21 companies, as distinct from the Film Board, could  
22 have used for capital to create Canadian films.  
23 Instead, however, of working out such a policy,  
24 Canadians continued to patronize American films,  
25 as was their right, and to let the profits be  
26 shipped to the United States instead of retaining  
27 a modest portion of them for Canadian film product-  
28 ion and talent.  
29  
30









1 D. Broadcasting.

2 25. Broadcasting and in particular  
3 television occupies more of the time of the Canadian  
4 people than any other activity except sleeping. For  
5 the young, television alone takes more time than  
6 the classroom. As an influence upon public  
7 opinion, as an influence upon language, standards,  
8 tastes and the concepts which, in the very young  
9 especially, provide the means of thinking and  
10 through thinking some of the springs of behaviour,  
11 broadcasting is probably the major communications  
12 factor in the shaping of Canadian life. Canadians,  
13 through Parliament and Royal Commissions have  
14 fully accepted this factor as vital in the national  
15 life of Canada but under the pressure of market  
16 forces they have largely turned this great  
17 instrument over to the purposes of advertisers and the  
18 entertainment industry of the United States. The  
19 Canadian audience has been assimilated to the  
20 American audience and the Canadian market has been  
21 incorporated in the American market by American  
22 advertisers and American advertising agencies.

23 26. The case of broadcasting is one of  
24 the most remarkable examples of un-policy or drift  
25 on the tide of money making in recent Canadian  
26 experience. It is also an illustration of the  
27 blind readiness of Canadians to make the heavy  
28 investment and to meet the heavy annual costs  
29  
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1 required and at the same time to turn over the  
2 facilities of the system they have paid for to the  
3 uses, profits and purposes of American business.  
4 (This is true of industry also. Mr. Donald Gordon,  
5 President of the Canadian National Railways said in  
6 New York, November 14, 1960: "...the friction point  
7 lies not only in the total amount of investment by  
8 Americans (\$16 billion by 1959). It arises from the  
9 fact that only a relatively small portion of the  
10 capital inflow represents actual venture capital.....  
11 a survey by the U.S. Department of Commerce revealed  
12 that only 31 per cent of the capital required by  
13 U.S. subsidiaries operating in Canada came from  
14 the U.S. in 1957. The remainder of the capital  
15 invested represented retained profits, depreciation  
16 and depletion allowances obtained from Canadian  
17 institutions and individual investors....the situation  
18 is even more emphasized in some of Canada's key  
19 industries. For example, in the mining and smelting  
20 industry, more than half of which is controlled by  
21 U.S. interests, only two per cent of all the  
22 capital required by the U.S. controlled part of  
23 the industry came from the U.S. in 1957, while  
24 practically all of the remainder came from  
25 Canadian sources."





27. The Canadian broadcasting system was created almost entirely by Canadian investment, public or private. The operating costs have been wholly met by Canadian consumers. The Canadian people invested two-and-a-half billion dollars or more to create a common broadcasting system of receiving sets and stations. They are paying some three-quarters of a billion a year to operate it. It is now operated to distribute most of the time American entertainment paid for in large part by the advertising of American-owned companies from earnings made in Canada. Particularly is this true of the the peak hours of the evening when the largest audiences are available. With the exception of CBC radio, CBC non-advertising programmes on television of which they are too few, and a few sometimes comparable sustaining programmes here and there on private stations, Canadian broadcasting, especially at peak hours is now a predominantly commercial system used to sell goods, most of them American goods. This is the result of the market forces which have necessarily shaped private broadcasting and, under pressure for revenue by Royal Commissions and Parliamentary Committees, now also shape so much of CBC broadcasting. In practice and in purpose, Canadian broadcasting has significantly departed from the original, carefully studied concept, accepted in 1932 by a unanimous House of Commons,







1 a concept of a predominantly public service system  
2 using the vast rich opportunities of the medium  
3 for some other purpose and on some other motive  
4 than selling. Broadcasting is an economic  
5 instrument and its use for some advertising part  
6 of the time is, in North America, inevitable.  
7 American entertainment programmes are among the  
8 most popular alike in Canada, Britain and Europe  
9 and Canadians rightly insist on seeing or hearing  
10 them. The objections, then, are not of unreal  
11 principle but of degree. Is broadcasting being  
12 fully used for all its many purposes or is it, as  
13 here is argued, too largely motivated by market  
14 considerations and are those considerations serving  
15 Canadian or some other business interest? Canadians  
16 are spending a very great deal and they are not  
17 getting their money's worth. The real returns are  
18 going to American-owned companies and to the  
19 American entertainment industry.

20 E. Education.

21 28. A comment is required on education  
22 from the primary to the university level. In all  
23 countries, education is under critical examination  
24 and debate, though perhaps nowhere more than in  
25 the United States. All in all, Canadian  
26 education also under criticism has stood up not  
27 too ill to the demands upon it. In the case of  
28 universities, honours graduates merit comparison  
29  
30





1  
2 with those of other countries; primary education  
3 has some progressive aspects but somewhere between  
4 the very young and the university graduate some-  
5 thing has failed. It has been a slow but  
6 cumulative failure and part of the failure has been  
7 caused by a misinterpretation or misapplication  
8 of the original and creative educational theory  
9 and practice of the United States. It is possible  
10 indeed that Canadian schools and universities, for  
11 this and other reasons including the administration  
12 of popular school systems in Canada and the  
13 pressure of changing community life itself, have  
14 sacrificed some of the good inherited from  
15 Britain or Europe without effectively acquiring  
16 the best from the United States. This is one of  
17 the problems of Canadian life: in our readiness  
18 to experiment and embrace the new, we perhaps  
19 fail to analyze, compare and criticize old and  
20 new and too often accept not the best but at  
21 least the less good. The good that can be  
22 acquired from the United States is generous and  
23 vast but are we making our own and the most  
24 beneficially discriminating selection?

25 29. There are many possible views about  
26 what has brought education to its present  
27 uncertainties in Canada. This which follows is  
28 but one lay view. In the last half century the  
29  
30





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principles of Canadian education have been largely separated from those in the United Kingdom and in particular Scotland. The early Canadian school system owed much to school teachers from the old country and to clerics educated in the old country. This largely shaped Canadian education at all levels until towards the end of the XIXth century. The changes have been of mixed value. Education has become universal and to that extent the result is good but it can scarcely be denied that the standards of education especially at the secondary school level, have declined. This can be traced to the influence of the studies of education by the American philosopher, John Dewey, and to the Columbia Teachers College, New York. The influence, however, was not so much direct as indirect; that is, the protagonists of Dewey's theories, rather than the theories themselves, exerted the greatest influence. The long and short of it is that the quality of education declined, particularly in the basic subjects, reading, writing and arithmetic, in sheer learning as such. At any rate, one of the problems that most Canadian universities are meeting is a lack of elementary knowledge in students arriving for their first year from the high schools. For example, a questionnaire to 485 history students in their first year at a Canadian university revealed that an average of more than 300 could not identify, even when given their names, the four leading







1 dynasties in modern European history; 122 were  
2 unable to identify in any way the name Winston  
3 Churchill; one quarter could not identify Sir.  
4 John A. Macdonald; 132 could not identify Samuel  
5 de Champlain. The explanation of battles was  
6 impossible for more than four out of five in the  
7 case of such well known names as Trafalgar, the  
8 first battle of the Marne, the battle of the Plains  
9 of Abraham, Agincourt and Cut Knife Hill; indeed  
10 only eight of the 485 accurately identified Cut  
11 Knife Hill though residing in the next province to  
12 it.

13 30. But this is an interminable dis-  
14 cussion, and the point these comments attempt to  
15 make is that the school system in English-Canada  
16 has perhaps imported not the richest of American  
17 education principles but some of the less useful  
18 principles and that, however this may be,  
19 Canadian education has been greatly influenced by  
20 American ideas. This result, in some measure, has  
21 made Canada more open to the influence of  
22 American publications, films and television. In  
23 some degree, the school system has lowered the  
24 defences of Canadian nationhood, not by deliberation  
25 but, it would seem, here again through an absence of  
26 critical and discriminating judgment.

27 F. Advertising Agencies and Public  
28 Relations Counsel.

29 31. The bulk of national and regional  
30





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1 advertising, as distinct from local advertising  
2 by local merchants or industries, is placed by  
3 American-owned companies or distributors of  
4 American products. Thus, two-thirds of the national  
5 advertisers in Canadian national magazines are  
6 American companies with Canadian branches or  
7 subsidiaries. <sup>1</sup>he larger part of the business of  
8 advertising agencies, whether Canadian or American-  
9 owned, is of American origin and control. The  
10 choice, then, of magazines, broadcasting or other  
11 media is materially subject to American influence  
12 and the life of Canadian media is dependent on their  
13 judgement of the return the advertiser should  
14 expect at the competitive cost per thousand readers,  
15 viewers, etc. This is a situation which clearly  
16 merits study by the Royal Commission. Public  
17 relations counsel do not appear to publish lists  
18 of their clients and it is not impossible that  
19 they also may predominantly be serving American  
20 business interests, including the relation of  
21 those interests to governmental policy. In both  
22 advertising and public relations, with their great  
23 impact on public opinion, the power and the  
24 decision is largely in American hands.

25 G. Public Opinion and Leisure.

26 32. In the reading of publications, in  
27 the watching of television or films, in the  
28 listening to radio or to records, all at their own  
29 cost, the Canadian people, urged to this result  
30





1 by the resources of modern advertising and the  
2 arts of public relations, as well as by their own  
3 free responses, have very largely turned over the  
4 media of information which create public opinion  
5 and the diversions which occupy their leisure to the  
6 profits and purposes of American business. No other  
7 conclusion can be drawn. Great bulwarks remain  
8 and there is a deep, inherent Canadian spirit  
9 expressed, if not in something narrowly cultural yet  
10 clearly demonstrable in the behaviour of Canadian  
11 communities and the nation itself, in its relations  
12 in conditions of war and peace with other nations.  
13 "Nothing is here for tears, nothing to mourn". The  
14 purpose of this paper is not to preach alarm but  
15 only to set out the mounting forces at work upon  
16 Canadian life and opinion and to urge that Canadians  
17 analyse, understand and cope with them.

18 33. The crucial question must, however,  
19 be put: how long can a nation sustain the  
20 character and freedom of its public opinion and the  
21 concepts of its own individual life when most of  
22 the media of communication and most of the leisure  
23 of the people are controlled and used not from  
24 within but from without and not for Canadian  
25 purposes but for those of American business?

26 34. The argument of this paper throughout  
27 has been that Canadians have turned over the control  
28 of communication between Canadians increasingly,  
29  
30







1 and it would appear predominantly, to the United  
2 States. Many of the main channels are not between  
3 Canadians and Canadians but between Americans and  
4 Canadians. In the result the language and the  
5 concepts of the society called "Canada" are  
6 increasingly formed, not by communications between  
7 Canadians but by communications from Americans to  
8 Canadians.  
9

10 35. On the part of the Americans there  
11 is no motive but that of business. The conscious  
12 and operative forces are not those of propaganda  
13 or persuasion, though there may be an insistent  
14 assertion of the "American way of life." There  
15 is in American publications broadcasting or  
16 advertising no design whatever to "Americanize"  
17 Canada or to make Canadians into or similar to or  
18 thinking like Americans. Indeed, this would be a  
19 flattering assumption for Canadians and would  
20 exaggerate the awareness that the United States  
21 has of Canadians. The Americans see little  
22 difference in and think less about Canadians.  
23 What they see is not a different nation which  
24 happens usually to speak the same language; what  
25 they see is simply another piece of the North  
26 American market to be exploited or another regional  
27 market like the South or California to be organized.  
28 This is the motive. The forces operating are those  
29 of the market place and flow from a legitimate  
30





1 desire of American business to enlarge their  
2 markets and sales, to increase the consumption  
3 of their products, to lower unit costs, meet the  
4 competition of their rivals, and maximize their  
5 return on capital. A near and natural and simple  
6 field with few if any restrictions is ready to hand  
7 in Canada. There is here no question of annexation.  
8 There is merely the question of absorption, a  
9 larger market absorbing a smaller. It is these  
10 market forces which have led to the dominance of  
11 American business in the film industry, in  
12 periodicals and in broadcasting.

13 III. Some Practices and Doctrines.

14 36. This section discusses two practices  
15 and two doctrines, namely, the practices termed  
16 "syndication" and "sales on consignment" and  
17 the doctrines advanced as "freedom of choice" and  
18 "free enterprise". These four as practiced and  
19 interpreted are among the forces which operate to  
20 the detriment of mass communications in Canadian  
21 ownership for Canadian purposes.

22 37. Syndication and on consignment are  
23 aspects or results of the greater financial  
24 resources in the control of businesses operating  
25 and earning revenues in the very much larger and  
26 single language market of the United States.  
27 Split editions, overflow circulation, matrices,  
28 and a host of other devices are examples of  
29  
30





1 syndication and they have many advantages to  
2 publishers, including low unit costs compared with  
3 a single original production. Publishers naturally  
4 wish, as a matter of business, to enjoy these  
5 advantages. They are the advantages that flow from  
6 mass production and mass markets or masses of  
7 individual markets. Thus, it is very much cheaper  
8 to subscribe to a feature service with a well-known  
9 American commentator's column than to pay the salary  
10 of a Canadian commentator or to write a Canadian  
11 column with a Canadian point of view. The same  
12 principle operates in broadcasting through American  
13 films and records. There are many other obvious  
14 examples. All represent and express a single fact:  
15 the greater resources and greater competitive power  
16 of United States business than of Canadian business.

17 38. The same statement applies to  
18 supplying publications to wholesalers, dealers  
19 and agents on consignment, that is for payment  
20 if sold and return if unsold. Such a practice  
21 is costly, ties up capital, involves risk and only  
22 large and well-financed businesses are able on  
23 a wide scale, for example, from coast to coast,  
24 to make full use of the practice. Again, American  
25 businesses with vastly greater resources, are in a  
26 superior competitive position to Canadian  
27 businesses. This is relevant also to advertising  
28 and promotion campaigns, to the number of salesmen  
29 who can be employed, and to the whole development  
30







1  
2 of revenue and circulation.

3 39. These two, syndication and on  
4 consignment, as well as promotion, are simple issues  
5 of power and competing Canadian business cannot  
6 individually match that power. It is this power  
7 which raises the circulation of American publications  
8 (or films or records) and lowers perhaps the cost  
9 per thousand readers on which advertisers base  
10 their selection of media. As the advertisers and  
11 the agencies are frequently American, the power which  
12 can be brought to bear against Canadian competition  
13 is certainly not thereby reduced. Further, the  
14 channels of circulation, such as news agencies, may  
15 also be American or dependent largely on the sale  
16 of American publications.

17 40. The results in publishing, as in  
18 broadcasting and in many other private businesses,  
19 are justified, not in terms of superior resources,  
20 but in terms of two doctrines. These are valid in  
21 themselves, yet as propagated and interpreted  
22 they can be misunderstood and are used to the  
23 injury of Canadian business and interests. The  
24 doctrines or theories are "freedom of choice" and  
25 "free enterprise".

26 41. There is, of course, in a democracy  
27 no argument against the principle of "freedom of  
28 choice"; for example, the right of an individual  
29 to buy whatever magazine he wishes or to tune in to  
30





1  
2 whatever radio or television programme he wants.  
3 This is not in question. The question is, is  
4 there freedom of choice in the full sense or is the  
5 freedom limited by power and the choice narrowed  
6 by eliminating competition? The answer in the case  
7 of magazines is clearly that the power of American  
8 publishers weakens and destroys Canadian competition  
9 and restricts choice. The summary of practices  
10 in Para.39 above illustrates the use of power.  
11 There is not freedom of choice unless there is some  
12 equality of power to secure the advantages of  
13 syndication or sales on consignment and to use  
14 comparable promotion and advertising. A single  
15 example from another sphere will suffice. The  
16 writer prefers one or other of two razor blades.  
17 Either lasts him ten days compared with two or three  
18 days of other brands. Both these preferred blades,  
19 which freedom of choice would select, have  
20 disappeared from the stores. Why? Because the  
21 other blades are enormously advertised, sell readily  
22 because they are known, and do not tie up the  
23 retailer's money in inventory. The superior re-  
24 sources of salesmanship and promotion have driven  
25 the other blades out of the market. This is not  
26 freedom of choice: it is the exercise of power  
27 to the elimination of competitors and to the  
28 disadvantage of the consumers. This example has  
29 innumerable parallels in Canadian business. The  
30





1 greater resources of American companies are  
2 eliminating in Canada the competition of Canadian  
3 businesses and American advertising is distorting  
4 the principle of freedom of choice. A doctrine  
5 of freedom is used to justify the results which  
6 flow from power.

7 42. The influence of exaggerated  
8 interpretations of the doctrine of free enterprise  
9 is not dissimilar. This statement is here made not  
10 to argue against private ownership and free  
11 competition in principle or in the spheres  
12 where they are necessary and appropriate. The  
13 statement is made only to emphasize that the full  
14 and blunt operation of the principle or the  
15 practice means the dominance of the greater over  
16 the smaller and in many businesses the displacement  
17 of Canadian by American ownership. In fact, of  
18 course, there are in Canada no political parties  
19 and only a few individuals who advocate either  
20 the full doctrine of free enterprise or, the  
21 other extreme, the full doctrine of public  
22 ownership. A central position between the extreme  
23 doctrines is occupied by the overwhelming majority  
24 of the Canadian people. This position, whatever  
25 desirable debate may arise over particular cases  
26 on the margins of the centre, embraces a mixed  
27 economy of private enterprise, co-operatives and  
28 public enterprise and no politician desiring a  
29 future will advocate the abolition of any one of  
30







1 these three: the controversy, a necessary and  
2 healthy aspect of democracy, is about particular  
3 cases.

4 43. As initially stated, publishing  
5 generally is essentially a sphere for private  
6 ownership and free competition. The exceptions  
7 are government documents, information, etc., of  
8 which DBS papers and other departmental  
9 publications are examples. But if there are such  
10 exceptions as these and others, there is no  
11 implication whatever that magazines, periodicals,  
12 newspapers, business and professional papers should  
13 be owned or subsidized by government, except in  
14 very special cases, and then only through such  
15 autonomous agencies as the Canada Council.  
16 Publishing, on every count, is a sphere for  
17 private ownership and free competition.

18 44. The questions then are: What  
19 private owners? And, is the competition free?  
20 In Canada's situation alongside a vastly more  
21 powerful neighbour, these questions cannot be  
22 answered by some extreme application of the  
23 doctrine of free enterprise unless Canadians  
24 prefer American ownership to Canadian ownership  
25 and choose the doctrine defined as the American  
26 way of life, rather than the principle that there  
27 should securely exist Canadian publications  
28 expressing the different and distinct Canadian  
29 way of life. In the sphere of publishing, as  
30



1 in some others, the full doctrines of free  
2 enterprise and the full operation of market forces  
3 are incompatible with the existence of Canadian  
4 magazines.

5  
6 45. There are two alternatives and  
7 neither involves public ownership or state operation.  
8 One is a co-operative method in, for example,  
9 distribution and possibly promotion. In British  
10 book publishing, the publishing houses owned and  
11 operated a common wholesale organization with which  
12 the retailers dealt. If, in Canada, the wholesale  
13 agencies supplying retail outlets or owning some  
14 larger retail outlets themselves are American-owned  
15 or controlled, possibly an organization wholly  
16 Canadian-owned by co-operating publishers might be  
17 considered and, if necessary, the American  
18 distributors bought out. At least, the publishers,  
19 if they have not already done so, might look into  
20 the control of distribution and enquire, if through  
21 co-operation between them, Canadian distribution  
22 might be improved in Canadian interests. In cases  
23 where different Canadian firms publish complementary  
24 rather than competitive magazines or journals, there  
25 might be also opportunities for co-operative rather  
26 than competitive promotion.

27 46. Finally, while government ownership  
28 is to be eschewed in printing and publishing  
29 generally, only an absurd assertion of the doctrine  
30

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1 of free enterprise should prevent government from  
2 changing those conditions which militate against  
3 the life of Canadian publications or favour imported  
4 publications. Government has the power to define  
5 what a Canadian publication is and when the  
6 description is only a flagrant disguise to deprive  
7 a Canadian competitor of Canadian advertising  
8 revenue. Government properly controls postal  
9 services and privileges and the incidence of taxes  
10 and tariffs. Government may prescribe the degree  
11 of Canadian content and Canadian ownership.

12 47. If it does not exercise these powers,  
13 and present trends continue, then the result is  
14 inevitable. The greater resources, the greater  
15 competitive power of American publications will  
16 kill off Canadian publications and in the name of  
17 free enterprise, the free instruments of Canadian  
18 public opinion will be displaced in Canada by  
19 those of the United States.

20 48. It is not proposed to complete  
21 this submission with suggestions until there has  
22 been an opportunity to study the proposals already  
23 placed before the Royal Commission and to obtain  
24 information on the position of Canadian periodicals  
25 which is not available in London. In an oral  
26 presentation, supported by a written summary, the  
27 writer will submit either his own suggestions or  
28 endorse some of those already made.  
29  
30









--- Upon resuming at 2:30 p.m.

98

THE SUBMISSION OF KENNETH L. BROWN:

MR. BROWN: Mr. Chairman and members of the Commission: I am a citizen of Ottawa, a member of the Grolier Society and associate editor of Encyclopedia Canadiana.

The views expressed herein are my own, based in part on experience gained in working with the Grolier Society of Canada Limited, publishers of reference works and a subsidiary of Grolier Incorporated of New York City.

Since it is my view that the periodical press, together with the bound book publishing industry, form the foundation for a national identity, a vitally important factor in achieving and maintaining a sense of national pride, I believe that consideration should be given to ways and means of promoting a strong, healthy and expanding Canadian publishing industry, as a whole.

Since the periodical press is considered by many to be the most prolific source of skilled Canadian writers and allied artists, it is vital that it be given all the assistance possible to make it grow strong. However, I do not hold with views that have been expressed from time to time that foreign press distribution should be stifled in Canada. I do not believe that we gain





1  
2 in stature as a nation by placing an embargo on  
3 knowledge of any sort written and produced  
4 elsewhere. I believe, instead, that there are  
5 ways and means of increasing the standard of our  
6 publications and of promoting Canadian publications  
7 so that they may compete more equally on an open  
8 market. It is possible and feasible, too, to  
9 promote relationships with American publishers that  
10 would indeed help to make our printing and allied  
11 industries expand more rapidly.

12 Following the latter thought, I would like  
13 to point out that my own Company, which is a  
14 subsidiary of an American organization, has for  
15 many years published a large proportion of its  
16 books in Canada. One of them particularly --  
17 Encyclopedia Canadiana -- has had a direct impact on  
18 Canadian study and has been well received in  
19 hundreds of schools across Canada. Not all of  
20 Grolier publications are Canadian-produced, but the  
21 Canadian dollars the imported volumes have earned  
22 have been spent in large part in producing the  
23 Canadian volumes and, therefore, in promoting a  
24 Canadian reference publishing industry with a  
25 Canadian identity, and where it applies, a  
26 Canadian viewpoint.

27 It must be admitted that the Americans  
28 entered into this arrangement, in the first place,  
29 with considerable doubt and misgiving, but in the  
30

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the eighty-seventh is the fact that the  
the eighty-eighth is the fact that the  
the eighty-ninth is the fact that the  
the ninetieth is the fact that the  
the ninety-first is the fact that the  
the ninety-second is the fact that the  
the ninety-third is the fact that the  
the ninety-fourth is the fact that the  
the ninety-fifth is the fact that the  
the ninety-sixth is the fact that the  
the ninety-seventh is the fact that the  
the ninety-eighth is the fact that the  
the ninety-ninth is the fact that the  
the hundredth is the fact that the



1  
2 past decade our reference book industry in Canada  
3 has grown strong and successfully. Not only has  
4 it consumed a great many tons of Canadian-made  
5 paper, ink and other materials that have been used  
6 in manufacture, it has provided continual  
7 employment for from sixty to seventy printing  
8 employees and part-time employment for many more,  
9 as well as for several hundred editors, editorial  
10 advisers, writers, artists, sales agents and  
11 clerical staff -- all Canadian.

12 Of the ten major publications marketed  
13 in Canada, the Grolier Society of Canada Limited  
14 imports five and five are published in Canada.  
15 Among those published in Canada are the Book of  
16 Knowledge, Encyclopedia Canadiana, Encyclopedia  
17 de la Jeunesse, Encyclopedie Grolier and Great  
18 Stories of Canada. At this time a ten-volume  
19 book of Popular Science is being prepared in  
20 Montreal for a French language edition. I should  
21 mention that the sale of Canadian produced volumes  
22 exceeds the sale in Canada now of those produced  
23 in the United States.

24 The above statement is not to emphasize  
25 what the Grolier Society, as a company, does or  
26 does not do. My purpose in mentioning it at all  
27 is to point out that constructive cooperation to  
28 the ultimate benefit of Canada is possible and  
29 desirable with American publishers. Nevertheless,  
30







1  
2 Canadian publishers require help and help should  
3 be given to them.

4 I suggest that this Commission might  
5 consider the possibility of forming a permanent  
6 government body, whose main task would be to help  
7 develop a strong publishing industry in Canada  
8 and consequently help develop its allied trades.

9 Among its many and varied duties, this  
10 body might organize a market analysis research  
11 service to investigate potential markets for many  
12 different types of publications. This might well  
13 be composed of trained people prepared to work  
14 with and for Canadian publishers -- as trade  
15 commissioners work with and for export manufacturers.  
16 It could work, too, in cooperation with groups  
17 such as Canada Council, the National Art Gallery,  
18 Graphic Arts Associations and Printing Trade  
19 Associations to help raise the quality standard of  
20 our publications and work with government bureaux,  
21 such as the Dominion Bureau of Statistics, to  
22 produce figures that would be helpful, economically,  
23 to our publishers. Additionally, this proposed  
24 body might be developed as a clearing house for  
25 information on the latest developments in the  
26 industry and, in this regard, could work closely  
27 with existing information disseminating media.

28 The proposed committee might make, as one  
29  
30





1  
2  
3 of its goals, the successful encouragement of  
4 publishers of foreign magazines and other printed  
5 media, to make more use of Canadian artists,  
6 writers and editorial advisers and it might find  
7 ways and means to encourage American publishers,  
8 with a large distribution in this country, to print  
9 a part of their publications in Canada. This need  
10 not be accomplished, necessarily, through the  
11 imposition of tariffs. Further, the committee  
12 might look into, and find ways and means to  
13 equalize, the copyright system between Canada  
14 and the ;U.S.A. so that Canadian publishers may  
15 compete more freely for a portion of the American  
16 market.

17 Such a government body might enquire, too,  
18 into postal, freight and express rates and make  
19 constructive recommendations accordingly. It  
20 might enquire into federal and provincial tax  
21 arrangements with a view to suggesting possible  
22 revisions that could and would help the publishing  
23 industry as a whole, and it might work **cooperatively**  
24 with the industry to investigate and subsequently  
25 improve systems of distribution at lower cost.

26 In time the committee might well promote  
27 in Canadian citizens a stronger sense of national  
28 pride that, in itself, would increase the  
29 consumption of Canadian-produced material. In  
30





Brown

G3  
103

1  
2  
3 this regard it might sponsor exhibits of our  
4 national publications, develop its own awards for  
5 editorial content and, perhaps, promote and show  
6 news agents, distributors and other outlets, how to  
7 create and maintain a distinctively Canadian section  
8 in many of their larger media displays.

9 This committee could work closely with  
10 Canadian advertising agencies and with our larger  
11 Canadian advertisers to promote Canadian-produced  
12 advertisements and to develop means by which  
13 advertising costs may be shown equated to  
14 advertising value on the Canadian market.

15 In brief, I suggest that a committee be  
16 formed to promote, publicize and otherwise help  
17 develop Canada's publishing industry - at home and  
18 abroad - through constructive means which eventually  
19 would lead to increased employment in a more  
20 profitable industry; and to help maintain and  
21 improve the industry's standards in general, so that  
22 it might enjoy a stronger position than it does  
23 today, to compete page for page in an open market.

24 COMMISSIONER JOHNSTON: Mr. Brown, on page  
25 1 you say:

26 "However, I do not hold with views that  
27 have been expressed from time to time that foreign  
28 press distribution should be stifled in Canada".

29 I hope you have found no place in any  
30







Brown

104

1  
2  
3 of our proceedings that suggested members of our  
4 Commission?

5 MR. BROWN: I was not referring to the  
6 Commission but rather to statements made to me  
7 from time to time in my duties as I travelled  
8 across Canada speaking to educators, educational  
9 officials and other people.

10 COMMISSIONER JOHNSTON: That is fine as  
11 long as these ideas are not pinned on me.

12 Now, I am little puzzled about a sentence  
13 on page 2:

14 "I should mention that the sale of  
15 Canadian produced volumes exceeds the  
16 sale in Canada now of those produced  
17 in the United States".

18 MR. BROWN: That is, as I see it now,  
19 a little ambiguous. What I meant was that at one  
20 time, that is before 1947, all the Grolier  
21 publications that were sold in Canada were  
22 American produced, written and printed in the  
23 United States. In 1947 a start was made in  
24 producing some features in Canada. Since then  
25 more and more have been taken on here with the  
26 result that today in the Canadian market the  
27 Canadian produced publication are in the majority  
28 to the Americans.

29 COMMISSIONER JOHNSTON: You say this  
30





1  
2 Commission might consider the possibility of forming  
3 -- presumably you mean recommend the forming of a  
4 permanent government body. Surely to goodness we  
5 have enough government bodies.

6 MR. BROWN: We have a great many. Mr.  
7 Spry who appeared before me suggested a council  
8 be formed and, as a matter of fact that same  
9 thought had occurred to me. However, I feel a  
10 council might be weakened in the financing because  
11 it would have to be supported, I should think, by  
12 contributions from the various periodical  
13 publishers. It seems to me that the larger and  
14 richer publishers would have a greater say in such  
15 a council and a greater influence and this would  
16 not be to the benefit of a newcomer or smaller  
17 publisher. It seems to me a committee sponsored  
18 by the government, set up perhaps separate from  
19 government but answering through a minister would  
20 be more of an impartial group. It would be financed  
21 through the taxpayers, of course, but would not  
22 be influenced by whether the publisher was large  
23 or small.

24 COMMISSIONER JOHNSTON: Well, I do not  
25 like the idea of it at all. I am afraid that we  
26 have got publishers -- there is a Periodical  
27 Press Association which I think has perhaps too much  
28 Maclean but usually in my observation of  
29 associations the large fellows bend over backwards  
30





1  
2 to make sure the little fellows have their full  
3 rights.

4 MR. BROWN: This may be true but it seems  
5 to me we need a group in Canada, whether it is  
6 government formed or not. Incidentally, I would  
7 like to point out that if it were a government  
8 sponsored body that the terms of reference should  
9 not permit them to have any control of editorial  
10 content but rather this would be a promotional body,  
11 a publicizing body, if you like, working day in and  
12 day out going after certain aims. One of those  
13 aims must be to get to know the American publishers.  
14 These people are human beings like ourselves with  
15 red blood in their veins and they can be talked to.  
16 We have to remember that we cannot stop and do not  
17 want to stop American publications coming into this  
18 country. Those people have the finances and with  
19 good cooperation they can help us to develop our own  
20 industry. I think the committee that is formed  
21 whether it be government or non-government, would  
22 have to work on this day in and day out.

23 COMMISSIONER JOHNSON: Well, I am all  
24 for an association or council so long as I, as a  
25 taxpayer, do not have to help pay for it.

26 MR. BROWN: Well, there are several ways  
27 I feel we can view that situation. If we, for  
28 instance, place tariffs on American publications  
29 because they are what they are, in other words  
30







Brown

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1  
2  
3 because we have not got the number of publications  
4 to compete with them, they are still going to come  
5 into this country and someone is going to pay that  
6 tariff and I suspect it would be the Canadian.

7 If I might enlarge on one of these things  
8 that I suggested here that such a committee could  
9 investigate into the federal and provincial tax  
10 rates. Now, in my field on educational publishing  
11 I do not have to pay sales tax for any art work  
12 that is produced for me or any material that goes  
13 into one of my publications. I believe that  
14 periodicals, because they carry advertising must  
15 pay the 11% sales tax. I might point out in the  
16 production of Canadiana with the limited funds at  
17 our disposal that the saving thereby helped us  
18 considerably. Such a committee could look into  
19 things of this nature and make recommendations  
20 accordingly either to do away with the sales tax  
21 or reduce it or apply it in some way that it  
22 would be beneficial to the periodical publisher.

23 COMMISSIONER JOHNSTON: Are you in the  
24 text book business?

25 MR. BROWN: No. I have been authorized  
26 to found a text book business but I have not yet  
27 got into it.

28 COMMISSIONER BEAUBIEN: Mr. Brown, you  
29 said your parent company was the Grolier company  
30 of America in the States.





Brown

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MR. BROWN: Grolier Incorporated in the United States.

COMMISSIONER BEAUBIEN: That is the parent company?

MR. BROWN: Yes.

COMMISSIONER BEAUBIEN: Have you any European affiliates?

MR. BROWN: The American company does have European affiliates and affiliates in other countries such as Australia but I am not familiar with them. I myself will open an office in the United Kingdom, as a matter of fact, it is being opened the first of January.

COMMISSIONER BEAUBIEN: But it is principally an American company?

MR. BROWN: Yes.

COMMISSIONER BEAUBIEN: What proportion of your books is published in Canada? You say "A high proportion"?

MR. BROWN: I do not have the exact figures available but they can be obtained. Going on a rough idea of sales I would say about 70%, that is of the volume. Actually half the publications by title and about 70% by volume would be produced in Canada.

COMMISSIONER BEAUBIEN: And then, what would be the breakdown of the proportion in the





1  
2 English language and what proportion in the French  
3 language.

4 MR. BROWN: We are most successful now  
5 with the French language publications. Our  
6 Montreal office is one of the most successful in  
7 the business.

8 COMMISSIONER BEAUBIEN: What proportion  
9 would be English and what proportion would be  
10 French. Do you know?

11 MR. BROWN: If I might limit myself to  
12 the Book of Knowledge for a moment and Encyclopedie  
13 de la Jeunesse which is its French counterpart,  
14 I would say the French counterpart would be three  
15 times, almost three times as large in its printing  
16 as the English.

17 COMMISSIONER JOHNSTON: You have less  
18 competition in that market?

19 MR. BROWN: Yes, that is true.

20 COMMISSIONER BEAUBIEN: So you print at  
21 the present time primarily in French, the greater  
22 part of your publication in Canada is in the French  
23 language?

24 MR. BROWN: Yes, I think a larger  
25 proportion would be in the French language. That,  
26 of course, is not including encyclopedia Canadiana  
27 and that might wave the balance to where the total  
28 would be close to half and half.  
29  
30







1  
2 THE CHAIRMAN: Do you have a French  
3 edition of your encyclopedia Canadiana?

4 MR. BROWN: I hope some day to have one  
5 but I have not been able to raise the funds as yet.

6 COMMISSIONER BEAUBIEN: This is not a  
7 brief of the Grolier Society?

8 MR. BROWN: No, I might say they are my  
9 own views but they are concurred in by the  
10 President of the Grolier Society.

11 COMMISSIONER BEAUBIEN: You are the  
12 editor of encyclopedia Canadiana?

13 MR. BROWN: Yes.

14 COMMISSIONER BEAUBIEN: Your brief is  
15 dated at Toronto?

16 MR. BROWN: Yes.

17 COMMISSIONER BEAUBIEN: So you start  
18 out by saying one thing and end up by saying  
19 something else.

20 MR. BROWN: No. As a matter of fact  
21 I have two offices and I have two homes, one in  
22 Toronto and one in Ottawa.

23 COMMISSIONER BEAUBIEN: I believe you  
24 do a great deal of promotional work; certainly  
25 in Montreal I have seen a great deal of your  
26 advertising.

27 MR. BROWN: Yes, although I am not as  
28 familiar with the sales arrangement out of Montreal  
29 as I might be with the English editions.  
30





Brown

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1  
2  
3 I would like to say this in referring  
4 to promotion that I have found the American  
5 publishers with whom we deal are open to a good  
6 sales talk from this side of the border. For  
7 instance, for many years they have been producing  
8 in the United States year books as component  
9 pieces for their encyclopedias in this country.  
10 I have long objected to the fact that they are  
11 resident in the United States and express the  
12 American point of view and the American point of  
13 view only. And in relation to Canada in the past  
14 there has only been an insert or a P.S. or  
15 something of that nature. I would like to say  
16 now that the Grolier ~~Society~~ have agreed that  
17 we in Canada should have our say in their year  
18 book regardless of the fact that we are only a  
19 small percentage of their market. Mr. James  
20 Cromwell Young of Ottawa has been appointed to  
21 work with them on year books so the story of  
22 Canada will be told in the year books in the  
23 United States as well as in Canada.

24 COMMISSIONER BEAUBIEN: Is the Grolier  
25 Society of Canada a subsidiary of the Grolier  
26 Society of America?

27 MR. BROWN: Yes, it is.

28 COMMISSIONER BEAUBIEN: Well, your  
29 arrangement with your parent company is not very  
30





Brown

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1  
2  
3 much different from that of an American branch  
4 plant here in Canada, is it?

5 MR. BROWN: Well, I am not too familiar,  
6 of course, with how other American corporations  
7 are set up and what their relations are with their  
8 subsidiaries. I would like to say we operate  
9 pretty well independently; we have our own  
10 Canadian president, Canadian vice president,  
11 Canadian officers. There are American officers  
12 and directors on our boards but I would like to  
13 add there again that the Americans are subject to  
14 a good sales talk and they are now considering  
15 at my own request, setting up the subsidiary  
16 companies in Canada so the majority of directors  
17 and officers in the future will be Canadian.

18 COMMISSIONER BEAUBIEN: What about the  
19 majority of stock?

20 MR. BROWN: The majority of shareholder  
21 stock would remain the same way but the majority  
22 of investment stock would, of course, remain  
23 American. I can see no other solution. They must,  
24 after all, protect their original investment. I  
25 would say that although Grolier have operated since  
26 1912 in this country they have not, to the best  
27 of my knowledge, taken very much money out of this  
28 country. In other words, the money has been left  
29 here and as a result we now have our own Canadian  
30 publication.







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TORONTO, ONTARIO

Brown

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1  
2  
3 COMMISSIONER JOHNSTON: You say "very  
4 much", what do you mean by that? Do you mean it  
5 runs into millions or thousands or what?

6 MR. BROWN: For instance, the American  
7 publications that are brought into Canada must be  
8 paid for and we pay the wholesale rate and they  
9 make the wholesale profit. The retail profit is  
10 Canadian in Canada.

11 COMMISSIONER JOHNSTON: You say the retail  
12 profit?

13 MR. BROWN: Yes, the profit we make would  
14 be our profit in reselling and that profit is  
15 used to expand the industry.

16 THE CHAIRMAN: Thank you very much, sir.  
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SUBMISSION OF KENNETH JOHNSTONE, 326  
Victoria Avenue, Westmount, Que.

MR. JOHNSTONE:

I am a freelance writer, and have been active in the magazine field since 1934, when I started working for Time magazine in London, England, on a freelance basis, later joining the staff of that publication there. I left Time magazine in 1938, and since then have worked here and abroad as a writer for New World Magazine, The National Film Board, the Standard, (on staff), and as a freelance for Newsweek, Colliers, Weekend, Macleans, The Star Weekly, Theatre Arts, the New York Times, Dnace News, and The National Film Board and the Canadian Broadcasting Corporation.

My brief is brief; in fact, I would not have had the timidity to think of appearing before you if I had not been reading reports which seemed to be very much opposite to my own experience, and therefore, although it is brief, it is very strongly felt.

On the basis of my past experience, I believe it is difficult for a Canadian writer to preserve a Canadian point of view and write consistently for American publications.

I find it possible for a hard working freelance to make a decent living writing in Canada, providing he is able to find a reasonably frequent outlet in such Canadian publications as Macleans,





1  
2 Weekend, and The Toronto Star Weekly, which are my  
3 present main markets.

4 Should any one of these three outlets  
5 become closed to me, I would find it difficult to  
6 make a living and still continue to express myself  
7 as a Canadian writer dealing with the Canadian  
8 scene.

9 It has been my experience that the  
10 editorial guidance and assistance furnished by  
11 Maclean's in particular, as well as by Weekend  
12 and the Star Weekly has been extremely helpful in  
13 developing what talents I may have. This is a  
14 cooperation I have not enjoyed in my dealings with  
15 American publications, which I did not find  
16 particularly anxious to develop Canadian talent.

17 Time magazine gave me my first and a  
18 very thorough grounding in learning how to dig out  
19 the facts concerning a story. It also made me  
20 realize that there was no necessary connection  
21 between the facts as I found them and the way the  
22 story appeared in print. My first experience with  
23 them in fact, concerned a story, "The Marching  
24 Masseur" in the funeral of George V, which I was  
25 able to find to be a hoax, but which they  
26 deliberately published in its false version,  
27 subsequently apologizing to the maligned  
28 Transylvanian representative who had been  
29 identified as a masseur.  
30







1  
2 Time magazine then was not as "Canadian"  
3 as it desires to appear today. I left the magazine  
4 after the other two Canadians on the staff in London  
5 were removed -- one was fired from the Life office  
6 and the other recalled to New York -- to assure a  
7 more American viewpoint in London. This was  
8 told to me by the man who did the firing later.

9 My experience with distorted stories in  
10 Time was the common experience of other staffers.  
11 I recall reading the original story of one Montreal  
12 correspondent -- he has since left to become a  
13 prominent west coast publisher -- concerning the  
14 asbestos strike in Quebec. I commiserated with  
15 him when the published story turned out to be an  
16 almost complete contradiction of the one he had  
17 filed.

18 For this reason, and because of what I  
19 find to be generally a most reactionary editorial  
20 point-of-view on the part of Time, I have come  
21 to consider it and its sister publications among the  
22 most subversive forces coming into Canada. It  
23 seems ironic to me that Canadian advertising  
24 revenue should subsidize the spreading of a  
25 point-of-view which I consider inimical to  
26 Canada's best interests.

27 It seems to me that when an American  
28 magazine boasts of its "Canadian content", the real  
29 point is missed. What is important is not the  
30





1  
2 "content" but the point of view, and I do not think  
3 that any of the Canadian subsidized American magazines  
4 even pretend to present a Canadian point-of-view.  
5 Time's famed "impartiality" which actually disguises  
6 one of the most partial viewpoints I have ever read,  
7 is the viewpoint of one section -- I hope a  
8 minority -- of the Republican Party of the United  
9 States.

10 With regard to that other Canadian  
11 subsidized American publication, Reader's Digest,  
12 its policy to me seems to be summed up by the  
13 mythical title that someone offered for a Reader's  
14 Digest article -- "How to be Happy with Cancer."

15 If I were in a position to determine  
16 Canadian policy on the entrance of American  
17 magazines into the Canadian market, I would propose  
18 a simple law making it illegal for magazines  
19 whose head offices are outside of Canada to accept  
20 advertising from Canadian companies. It seems  
21 to me that Canada has been a dumping ground for  
22 many years for the over-run of American publications,  
23 and I see no point in encouraging this tendency  
24 at the expense of Canadian publications which  
25 offer the only authentic outlet for a Canadian  
26 point-of-view.

27 Canada is fighting to preserve its  
28 national identity; we are engulfed by a flood of  
29 words from the American side presenting a point  
30





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Johnstone) - 118 -

1  
2 of view which seems to me to be becoming more and  
3 more alien to ours. With the C.B.C. and with the  
4 National Film Board I think we have taken vital  
5 steps to assure the presentation of our own point  
6 of view on the air and on film. It remains for  
7 us to take effective steps to defend ourselves in  
8 the medium of the written word.  
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1  
2 COMMISSIONER JOHNSTON: Mr. Johnstone,  
3 the first thing we should establish is that you  
4 are no relation of mine; is that right?

5 MR. JOHNSTONE: Well, we were fellow  
6 club members until recently when I heard we had a  
7 reunion and I wasn't invited.

8 COMMISSIONER JOHNSTON: Do you know the  
9 names of the managers of two of Canada's chartered  
10 banks?

11 MR. JOHNSTONE: I know the new President  
12 -- McLaughlin-- of the Royal Bank of Canada.

13 COMMISSIONER JOHNSTON: His name is not  
14 Hart, is it?

15 MR. JOHNSTONE: Not the new president  
16 of the Royal Bank of Canada.

17 COMMISSIONER JOHNSTON: I think Time  
18 this week says he is. I think he is the  
19 president of the Bank of Montreal, but apparently  
20 their research department fell down on that one.

21 You say here that you don't rely on  
22 Time for accurate reporting.

23 MR. JOHNSTONE: I agree with some  
24 previous statements that have been made about  
25 the effort they make to get all the facts, but  
26 I say on the basis of my own experience with  
27 Time, and on that <sup>of</sup> /a lot of other people, there  
28 is no relation between the facts they discover  
29 and the way they are printed. I don't know  
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2 any publication with which I have had any experience  
3 which allows such a distortion. I have never  
4 run across it in my experience, and that was one of  
5 the reasons I felt it was time I left Time.

6 COMMISSIONER BEAUBIEN: Mr. Johnstone, you  
7 say, "On the basis of my past experience, I believe  
8 it is difficult for a Canadian writer to preserve  
9 a Canadian point of view and write consistently for  
10 American publications." Do you think writing for  
11 American publications would eventually destroy your  
12 Canadian viewpoint?

13 MR. JOHNSTONE: I think you have to write  
14 for your market, and I don't think that a Canadian  
15 viewpoint to an American reader is acceptable  
16 excepting in the case of a controversial article  
17 such as "Why Canadians Hate Americans" or something  
18 like that. In other words, you can't adopt an  
19 alien point of view, and I think that applies to  
20 any market -- not to write consistently; say, once  
21 a month.

22 COMMISSIONER BEAUBIEN: I think we have  
23 had a number of Canadian authors who have asked us  
24 to be very careful not to do anything that would  
25 antagonize the Americans because they are dependent  
26 on them to a large extent for their livelihood.

27 MR. JOHNSTONE: Is that fiction or the  
28 writing of articles?

29 COMMISSIONER BEAUBIEN: Both, I guess.  
30





1  
2 COMMISSIONER JOHNSTON: I rather gathered  
3 it was fiction.

4 MR. JOHNSTONE: Well, that would be a  
5 different thing; it is easy to adopt an American  
6 point of view. But when you write about Canadian  
7 subjects you are coloured by the background of the  
8 people you are writing for. You have to make  
9 your explanations understandable to them and it  
10 is not difficult for a Canadian to write to a  
11 Canadian market, but when you write for an American  
12 market you have to take that into consideration.  
13 I found that in the experience I had with the  
14 American market. I think over a period of time  
15 I would inevitably become more American than I am  
16 Canadian, as so many Canadians have become.

17 COMMISSIONER BEAUBIEN: You claim to  
18 sell articles to Maclean's, Weekend and the Toronto  
19 Star Weekly. Weekend and the Toronto Star Weekly  
20 are competing?

21 MR. JOHNSTONE: Yes.

22 COMMISSIONER BEAUBIEN: And both will  
23 accept your articles -- they don't mind if at  
24 one time you publish for one and another time  
25 for the other?

26 MR. JOHNSTONE: Well, they both like  
27 it first, but whichever one rejects I try with  
28 the other -- not always telling them.

29 COMMISSIONER BEAUBIEN: I suppose you  
30







1  
2 are no longer writing for Time?

3 MR. JOHNSTONE: No. There is one  
4 qualification I would like to make: although I  
5 attack Time and in a minor sense Reader's Digest  
6 because I despise the point of view of these  
7 publications, I have a great respect for other  
8 American publications. I think if you were to  
9 substitute New Yorker for Time I would not feel nearly  
10 as badly. I consider the New Yorker and magazines  
11 like it -- Atlantic and Harper's -- the expression  
12 of the finest of the American civilization, whereas  
13 I consider Time and Reader's Digest an expression  
14 of the opposite.

15 COMMISSIONER BEAUBIEN: You state here,  
16 "This is a cooperation I have not enjoyed in my  
17 dealings with American publications, which I did  
18 not find particularly anxious to develop Canadian  
19 talent." We have had a number of -- some,  
20 anyway -- Canadian authors who told us they  
21 received a very warm welcome across the border.

22 MR. JOHNSTONE: That is precisely why  
23 I wanted to appear because I read testimony like  
24 that and it was not my experience. I think my  
25 experience has been that they will take your  
26 article in competition with other American  
27 editors, but they won't spend the time.  
28 Maclean's sometimes have written to me telling  
29 me what is wrong with my article more than I  
30





1  
2 have written in the first place. I don't think  
3 that is a burning issue with Americans. They  
4 have too many people knocking at their door.  
5 Here, these magazines are trying to develop writers.

6 THE CHAIRMAN: Mr. Johnstone, when were  
7 you working for Collier's?

8 MR. JOHNSTONE: I wrote an article which  
9 appeared in the last issue before they folded.  
10 They paid me quite well.

11 THE CHAIRMAN: Who was the editor then?

12 MR. JOHNSTONE: I wasn't dealing with  
13 him. I can't even remember the name of the  
14 article. I was dealing with an articles editor,  
15 and it was a very sad thing because I felt Collier's  
16 had improved tremendously in the year or so  
17 previous to the time it folded, and I was looking  
18 forward to writing for them because I found them  
19 sympathetic.

20 THE CHAIRMAN: You seem to have a great  
21 deal of versatility because you write for  
22 Newsweek, Weekend, Maclean's, the Star Weekly,  
23 Theatre Arts, the New York Times, Dance News, and  
24 the National Film Board and the Canadian Broadcasting  
25 Corporation.

26 MR. JOHNSTONE: That is how hard it  
27 is for a freelancer, and it is only in the last  
28 year it has been possible to find free markets  
29 in Canada that will give the freelancer a living.  
30





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Johnstone) - 124 -

1  
2 I would like to mention Ralph Allen, who was the  
3 editor of Maclean's, for the way he forced up  
4 prices for freelancers. I know frequently when  
5 Maclean's has lost money he has said, "We are upping  
6 the rate this year", and when I first wrote for  
7 Maclean's I got \$150.00 -- ten years ago -- and now  
8 it is over \$600.00, and that, I figure, is pretty  
9 good.

10 THE CHAIRMAN: Thank you very much, sir,  
11 for coming.  
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SUBMISSION OF FAMILY CIRCLE INC.

THE CHAIRMAN: Would you identify yourself, please?

MR. SCARBOROUGH: I am J.B. Scarborough, Vice-President of Family Circle, Inc.

In response to your invitation, we respectfully submit the following about Everywoman's Family Circle magazine.

Historical.

Family Circle published its first issue on September 9, 1932. It was the first magazine distributed exclusively in chain grocery stores. From 1932 to 1946 it was a weekly publication and was distributed free of charge to the readers. Beginning in September 1946, Family Circle became a monthly and the price of five cents per copy was established.

The phenomenal growth and expansion of the magazine, subsequently warranted a cover price of seven cents and later ten cents.

In March 1958 Family Circle merged with Everywoman's Magazine, another grocery store publication and the distributing chains of both publications joined forces to handle the one enlarged magazine, titled Everywoman's Family Circle Magazine. Current issue circulation is in excess of six million copies, the magazine

1. The first of these is the

second of these is the

third of these is the

fourth of these is the

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seventh of these is the

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1  
2 ranking seventh of the 500 leading magazines of  
3 the United States, and total advertising this year  
4 reached over \$12 million -- the largest in the  
5 entire history of the combined magazines.

6 Family Circle currently is distributed in  
7 one hundred and ten of the major grocery chains  
8 through their 14,000 supermarkets and via 80 whole-  
9 saler news dealers to some 13,000 independent  
10 supermarkets. These outlets account for over  
11 70 per cent of the chain store annual dollar volume  
12 and combined with the independents account for  
13 approximately 50 per cent of the total grocery  
14 business or about \$25 billion.

15 Family Circle is sold in every state of the  
16 United States and also in eight provinces in  
17 Canada.

18 National advertisements appear in all  
19 editions and major editorial content is the same.  
20 The editions vary, however, with respect to 1)  
21 chain store advertisements, 2) sectional  
22 advertisements, and 3) minor editorial content.

23  
24 II Editorial Concept.

25 Family Circle cannot be categorized as  
26 a magazine per se. It is a highly specialized  
27 publication edited for only the shoppers of  
28 supermarkets, the homemakers. Its editorial  
29 content mirrors its readers interests and its  
30 readers. The homemakers see themselves in the





1  
2 magazine. They look upon it as a guide book to  
3 home-making and as you would suspect, food is their  
4 paramount interest.

5 A scanning of the attached sheet (A) of  
6 the editorial contents broken down by classifications  
7 -- reveals a direct parallel in the degree of  
8 homemakers' interests in each subject; so the  
9 magazine fits their needs precisely. In the case  
10 of Foods -- their number 1 interest -- nearly one  
11 fourth of each issue editorially is devoted to  
12 recipes, meal planning and nutrition.

13 So essentially, Family Circle is a  
14 "service" magazine -- a homemakers' guide -- as  
15 three-quarters of its editorial content is devoted  
16 to the business of running the home and its  
17 extraneous counterparts.

18 In our Canadian edition which comprises  
19 a signature in the back of the book, the usual  
20 editorial matter appears - see sheet (B) -- and  
21 there is no intention to be otherwise -- as people  
22 are people the world over and the home is the  
23 heart. Sheet (C) indicates this parallel in the  
24 number of editorial pages in the Canadian edition  
25 as compared to the total magazine.

26  
27 III The Inter-Relationship Between Family  
Circle and Its Readers.

28 A survey just completed for us by the  
29 Institute for Motivational Research under the  
30







1  
2 guidance of the eminent psychologist, Dr. Ernest M.  
3 Dichter, projected "A Profile of Family Circle  
4 Readers and their image of the Magazine",  
5 encompassing six months of depth interviewing,  
6 projective testing, and living laboratory sessions  
7 among a total of 1,018 respondents. This was  
8 the largest motivational study ever made for a  
9 magazine. Among other things, it confirmed the fact  
10 conclusively that Family Circle is not for  
11 entertainment or "escape" but a basic handbook  
12 on homemaking.  
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Summarized, the study revealed the following:

- (a) Intensely and primarily family oriented.
- (b) A value-conscious homemaker
- (c) Psychologically active
- (d) Realistic in striving for ever a better life
- (e) Midway between "avant garde" and "old fashioned"
- (f) Up-to-date, aware of social and cultural changes.

#### Readers Image of Family Circle:

- (a) A family-centered magazine, well diversified.
- (b) The best in food and recipe content.
- (c) A basic hand-book for homemaking.
- (d) A guide to action.
- (e) It reflects her life - style.

The accompanying brochure (d) gives further details and a careful study of its pages may stir your imagination to want the complete two volume tome which can be made available.

#### IV Canadian Circulation.

The accompanying record sheet (E) traces the circulation growth in total from 1951 to date and likewise the circulation in Canada. Note that the total circulation has about doubled but the





1  
2 Canadian circulation has multiplied two and one half  
3 times - surely an indication the Canadian homemaker  
4 likes and wants Family Circle. The percentage of  
5 Canadian circulation to the total has grown from  
6 3.36 per cent to 4.86 per cent.

7 I might interject that Family Circle has  
8 been distributed in Canada for the last eighteen  
9 years.

10 V. Canadian Circulation Distribution.

11 The accompanying sheet (F) lists the chain  
12 store operators (18) in Canada that distribute Family  
13 Circle through their supermarkets as indicated.  
14 They blanket the retail markets from coast to coast  
15 plus over 500 independent supermarkets services by  
16 the 46 Canadian wholesale newsdealers (list on  
17 request).

18 A total of 2,369 Canadian supermarkets  
19 sell Family Circle to their shoppers every month,  
20 and conservatively do about a half a billion dollars  
21 of grocery business a year, perhaps more.

22 The March issue analysis shows 262,276  
23 copies Canadian circulation -- with direct sales  
24 of 125,230 and wholesaler copies of 137,046.

25 The monthly wholesaler and retailer  
26 profit was \$13,231.96 or \$158,783.52 for twelve  
27 months -- see sheet (G).

28 VI. Canadian Advertising.

29 The attached sheet (H) lists current  
30







1  
2 Canadian advertisers (11) and sheet (I) lists the  
3 Canadian edition advertising sales by month for 1960.  
4 The total of \$40,596.86 amounted to only .27 per cent  
5 (about 1/4 of 1 per cent) of Family Circle's total  
6 advertising -- see sheet (J).

7 VII. Liquor Advertising.

8 Family Circle does not accept liquor  
9 advertising. Recent Canadian regulation to permit  
10 newspapers in Ontario to carry liquor advertising no  
11 doubt has siphoned off some of this advertising from  
12 Canadian magazines. Liquor advertising may have  
13 been one of the largest revenue sources for some of  
14 these publications. So Family Circle is not  
15 competitive in this area.

16 VIII. Concerning the Cultural (A) and Economic  
17 Position (B) of the Canadian Publishing  
18 Industry.

19 It is understandable that the Royal  
20 Commission on Publications has a duty to perform  
21 to your country on these two fronts so without  
22 bias, may we in all humility stress these points  
23 in so far as Family Circle is concerned.

24 A. Family Circle is not an ordinary magazine  
25 -- it does not purport to influence or instruct  
26 people in morals, manners or behavior. It is not  
27 politically, socially or racially minded. But  
28 it does aim to help people (homemakers) everywhere  
29 to enjoy a healthy, happy home life. If we could  
30 afford to print the magazine in all languages of





1  
2 the world, we could have worldwide acceptance and  
3 respect, for there is no more needed service to  
4 humanity than what we strive to give each month.

5 B. Since our only readers are shoppers of  
6 supermarkets, the magazine of these 27,000  
7 supermarkets is not only a high margin profit item  
8 (40 per cent), it is considered the most vital  
9 promotional tool in the hands of these store managers.  
10 They use the ideas in the editorial pages and  
11 advertising pages every month to plan related items  
12 to promote and increase the sale of the 6,000  
13 or more items which they stock in their supermarkets.  
14 Movement of all products is accelerated because of  
15 our magazine - ideas promote action. Family  
16 Circle is an integral part of supermarketing.  
17 Read what some of these chain operators have to  
18 say: "Items featured in Family Circle, when backed  
19 by displays and promotions in our own stores,  
20 definitely result in increased sales for us. We  
21 have proven this on many occasions."

22 (Signed) James Johnson, Zone Mgr.,  
23 Safeway Stores - Calgary, Canada.

24 "Family Circle has excellent consumer acceptance  
25 in our area. Many favourable comments. We also  
26 find it an excellent merchandising tool for  
27 promotional tie-ins. Every alert manager watches  
28 it closely for ideas to make profitable selling in-  
29 store displays."

30 (Signed) R.W. Currell, Div. Merch. Mgr.  
Safeway - Edmonton, Canada.





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TORONTO, ONTARIO

(Scarborough) - 133 -

"In-store promotions of Family Circle advertised meat products in particular do a job for us."

(Signed) George Rudolph, Saskatchewan Div. Mgr.  
Safeway Stores - Canada.

"The best advertising in the world won't sell anything unless it is read and believed by a prospective buyer, that is why Family Circle advertising is important to us -- we know from experience that people read and believe the advertising messages in Family Circle. This means bigger sales for all of us."

(Signed) E.F. Brachman, Adv. Mgr.  
Safeway Stores - Vancouver

Here is one from Philadelphia:

"We have noted a marked relationship between the products advertised in Family Circle and brand movement in our stores. Advertising in Family Circle on a regular basis speeds turnover, adds to our profit per square foot of shelf space. This is why we consider Family Circle an integral part of our business. In fact, when we tie-in with Everywoman's Family Circle promotion, we get increased sales results. No doubt the reason for this is that your readers are our customers."

(Signed) Arthur Rosenberg, V.P.,  
Food Fair Stores, Philadelphia.

"Everywoman's Family Circle is a practical magazine for today's modern homemaker, and because







1 of this, we find it a very effective tool in  
2 merchandising and selling food products."

3 (Signed) Ira O. Shy, V.P. Merchandising  
4 National Tea Co., Chicago, Ill.

5 There is no other publication in Canada  
6 similar to Family Circle (or Woman's Day) so Family  
7 Circle is not a hinderance to the Canadian Periodical  
8 Publishing Business.

9 A discontinuance of our Canadian edition,  
10 in our opinion, would do a disservice to an important  
11 segment of the Canadian economy, namely the Chain  
12 stores that distribute Family Circle, The  
13 Wholesaler Newsdealers that distribute Family Circle,  
14 the Independent Supermarkets that sell Family Circle,  
15 the American manufacturer that sells in Canada,  
16 many of whom have plants in Canada for Canadian  
17 distribution thereby furnishing vast employment  
18 (list of all advertisers upon request), and lastly  
19 but of paramount importance, the quarter of a  
20 million Canadian homemakers who look to Family  
21 Circle every month to help make their families  
22 happier, healthier and finer.

23 IX. Canadian Representation.

24 Our advertising representative, W.H.  
25 Austin & Company, 44 Victoria Street, Toronto,  
26 Canada, garners a part of their income from the  
27 advertising they sell in our Canadian edition.  
28 William H. Austin, head of this company, is  
29 a good Canadian. See Rate Card No. 31, Canadian  
30





1  
2 Edition (K).

3 X. Summary.

4 Your concern with the cultural and economic  
5 portion of the Canadian periodical publishing  
6 business should not be centered upon a property  
7 that is not and cannot be an opinion-forming  
8 publication for the reasons as stated above.

9 Family Circle has and will help to raise  
10 the standard of living of hundreds of thousands of  
11 Canadian homes and supports many facets of vital  
12 employment. In our opinion, the interests of  
13 Canadian periodical publishers are enhanced, not  
14 deterred, by this service.

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ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Scarborough) - 136 -

SHEET "A"

EDITORIAL PRESENTATION BY DEPARTMENTS  
NUMBER OF PAGES AND PERCENT OF TOTAL  
(10 issues - Jan. - Oct. 1960)

<u>Department</u>	<u>Pages</u>	<u>Per Cent</u>
Total All Features	614.6	100.0
Food	147.6	24.0
Equipment	18.7	3.0
Beauty and Grooming	29.9	4.9
Child Care	59.5	9.7
Fashion and Needlework	57.0	9.3
Decorating & Home Furnishings	44.1	7.1
Building and Architectures	16.4	2.7
Home Management	7.3	1.2
Gardening & Flowers	32.1	5.2
Health & Medical Sciences	45.3	7.4
Total Service Features	457.9	74.5
National Affairs	3.2	0.5
Amusements	14.8	2.4
Youth Interests	3.1	0.5
Sports, Recreation & Hobbies	0.7	0.1
Travel and transportation	0.5	0.1
Cultural Interests	16.7	2.7
General Interests	30.3	4.9
Miscellaneous	42.2	6.9
Fiction and Stories	45.2	7.4
Total Other features	156.7	25.5







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

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SHEET "B"

EXTRA FOOD EDITORIAL IN CANADIAN EDITION -  
1960 Issues

Homemade French Bread

Homemade Raisin Bread

Old Time Puddings -- All Time Favorites

Vegetables that Bloom in the Spring

Welcome Neighbours

Crisp-Cook Vegetables the Far East Way

Meals Afloat

Take-it-Easier Summer Cooking

Peachy Desserts

Garden Relishes for Your 'Make Again' File

Popcorn Parties

Your Very Own Homemade Bread with Hot-Roll Mix

1. The first part of the paper is devoted to a general discussion of the problem of the existence of solutions of the system of equations

which are subject to the boundary conditions

where  $\mathbf{A}$  and  $\mathbf{B}$  are matrices of order  $n$  and  $m$  respectively, and  $\mathbf{C}$  is a matrix of order  $n$ . The matrices  $\mathbf{A}$  and  $\mathbf{B}$  are assumed to be nonsingular. The matrix  $\mathbf{C}$  is assumed to be symmetric and positive definite. The system of equations is subject to the boundary conditions

where  $\mathbf{D}$  and  $\mathbf{E}$  are matrices of order  $n$  and  $m$  respectively, and  $\mathbf{F}$  is a matrix of order  $n$ .



ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

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SHEET "C"

NUMBER OF EDITORIAL PAGES IN 1960 ISSUES

<u>ISSUE</u>	<u>Total Magazine</u>	<u>Canadian Edition</u>
January	60 pages	61 pages
February	60	63
March	69	72
April	64	66
May	61	60
June	59	60
July	67	67
August	67	68
September	57	60
October	68	69
November	66	71
December	55	56
12 Months Total	753	773





SHEET "E"

Total Copy Sales and Canadian Copy Sales  
for Ten Years 1951-1960 -- by Six  
Month Periods

Year	Total Circulation	Canadian Circulation	Percent Canadian Circulation
6/30/51	2,846,430	95,720	3.36%
12/31/51	3,100,683	107,647	3.47
6/30/52	3,535,164	121,135	3.43
12/31/52	3,654,317	133,504	3.65
6/30/53	3,926,631	138,758	3.53
12/31/53	4,115,074	146,861	3.57
6/30/54	3,843,654	141,196	3.67
12/31/54	4,085,572	148,055	3.62
6/30/55	4,152,751	155,532	3.75
12/31/55	4,060,469	148,638	3.66
6/30/56	3,827,723	244,022	6.38
12/31/56	3,928,826	249,889	6.36
6/30/57	3,983,729	243,652	6.12
12/31/57	3,942,905	234,500	5.95
6/30/58	3,767,421	214,752	5.70
12/31/58	5,103,482	275,217	5.39
6/30/59	5,121,124	251,583	4.91
12/31/59	5,116,305	254,839	4.98
6/30/60	5,119,456	248,895	4.86
12/31/60	N.A.	N.A.	

N.A. - not available.

1919年

1919年1月1日

1919年1月2日

1919年1月3日

1919年1月4日

1919年1月5日

1919年1月6日

1919年1月7日

1919年1月8日

1919年1月9日

1919年1月10日

1919年1月11日

1919年1月12日

1919年1月13日

1919年1月14日

1919年1月15日

1919年1月16日

1919年1月17日

1919年1月18日

1919年1月19日

1919年1月20日

1919年1月21日

1919年1月22日

1919年1月23日

1919年1月24日

1919年1月25日

1919年1月26日

1919年1月27日

1919年1月28日

1919年1月29日





SHEET "F"

EVERYWOMAN'S FAMILY CIRCLE CANADIAN DISTRIBUTORS  
AND NUMBER OF RETAIL LOCATIONS

Dionne, Ltd. (Montreal, Quebec	14
Independent Grocers Association Stores (Bolands) Nova Scotia	42
Kelly Douglas & Co. Ltd. (Vancouver, B.C.)	24
Loblaw Groceterias Co. Ltd. (Toronto, Ont.).	211
National Grocers Co., Ltd. (Toronto, Ont.)	325
Power Super Markets, Ltd. (Toronto, Ont.)	25
Purity Stores (Vancouver, B.C.)	106
Red Owl Stores, Inc. (Vancouver, B.C.)	31
Red & White Stores (Winnipeg, Manitoba)	60
Safeway Stores, Inc. (Winnipeg, Man.)	210
Saskatchewan Federated Co-Operative, Ltd. (Saskatchewan)	74
Shelly Brothers, Ltd. (Saskatoon, Sask.)	74
Shop-Easy Stores, Ltd. (St. James, Man.)	25
Shop-Easy Stores, Ltd. (Vancouver, B.C.)	30
Steinberg's Ltd. (Montreal, Que.)	99
Super Valu Stores, Ltd. (Vancouver, B.C.)	55
Tomboy Markets, Inc. (Vancouver, B.C.)	27
Western Grocers, Ltd. (Winnipeg, Man.)	437
Independents (approximately)	500





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Scarborough) - 141 -

SHEET "G"

CANADIAN EDITION RETAILER AND WHOLESALER  
COPY SALES AND PROFIT

Canadian Edition Circulation \* 262,276

Direct Sale Copies 125,230

Wholesale Copies 137,046

Monthly Wholesaler & Retailer Profit \$13,231.96

Percent Markup 98.2 per cent

Percent Margin 50.5

12 Months Wholesaler & Retailer  
Profit \$158,783.52

\* March 1960 Issue (latest A.B.C.)





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Scarborough) - 142 -

SHEET "H"

1960 CANADIAN ADVERTISERS

Boyle Midway (Canada) Ltd.

T.G. Bright & Co., Ltd.

Canadian Coleman Co., Ltd.

Delagar Limited

Fry-Cadbury, Ltd.

Gerber Products Company

John A. Houston Company

Kraft Foods Limited

McDonald Tobacco, Inc.

Westminister Paper Company, Ltd.

Zero Manufacturing Co., Ltd.







ANGUS. STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Scarborough) - 143 -

SHEET "I"

SOURCE OF CANADIAN EDITION ADVERTISING  
SALES - 1960 ISSUES

	Canadian Edition Advs. Sales	Canadian Adv. Sales via U.S. Adv. Agencies	Canadian Adv. Sales via Can. Adv. Agencies
January	\$1,005.75	\$ -	\$ 1,005.75
February	4,847.25	486.00	4,361.25
March	3,565.50	486.00	3,079.50
April	9,084.00	510.75	8,573.25
May	3,080.25	486.00	2,594.25
June	2,821.88	486.00	2,335.88
July	1,705.50	486.00	1,219.50
August	2,457.00	486.00	1,971.00
September	3,525.00	486.00	3,039.00
October	1,962.00	486.00	1,476.00
November	3,526.74	-	3,526.74
December	3,015.99	-	3,015.99
Total	40,596.86	4,398.75	\$36,198.11





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Scarborough) - 144 -

SHEET "J"

TOTAL ADVERTISING SALES AND CANADIAN EDITION  
ADVERTISING SALES FOR TEN YEARS  
1951 - 1960

Year	Total Advertising Sales	Canadian Edition Advertising Sales	Per Cent Can. Ed. Adv. Sales
1951	\$ 6,649,756	N.O.A.	-
1952	9,749,206	\$16,396	.17 %
1953	11,991,103	29,160	.24
1954	12,223,603	35,462	.29
1955	12,106,701	31,515	.26
1956	10,683,188	68,165	.64
1957	9,030,483	N.O.A.	-
1958	9,724,501	2,543	.03
1959	11,716,815	14,655	.13
1960	12,657,826	34,071	.27

N.O.A. - not offered to advertisers

THE HISTORY OF THE CITY OF BOSTON

FROM THE FIRST SETTLEMENT TO THE PRESENT TIME

Year	Event	Year	Event
1630	First settlement of Boston	1688	James Oglethorpe's expedition
1634	First church organized	1693	First public school
1639	First town meeting	1703	First fire engine
1643	First public library	1713	First newspaper
1650	First public house	1723	First public hospital
1660	First public school	1733	First public library
1670	First public house	1743	First public hospital
1680	First public school	1753	First public library
1690	First public house	1763	First public hospital
1700	First public school	1773	First public library
1710	First public house	1783	First public hospital
1720	First public school	1793	First public library
1730	First public house	1803	First public hospital
1740	First public school	1813	First public library
1750	First public house	1823	First public hospital
1760	First public school	1833	First public library
1770	First public house	1843	First public hospital
1780	First public school	1853	First public library
1790	First public house	1863	First public hospital
1800	First public school	1873	First public library
1810	First public house	1883	First public hospital
1820	First public school	1893	First public library
1830	First public house	1903	First public hospital
1840	First public school	1913	First public library
1850	First public house	1923	First public hospital
1860	First public school	1933	First public library
1870	First public house	1943	First public hospital
1880	First public school	1953	First public library
1890	First public house	1963	First public hospital
1900	First public school	1973	First public library
1910	First public house	1983	First public hospital
1920	First public school	1993	First public library
1930	First public house	2003	First public hospital
1940	First public school	2013	First public library
1950	First public house	2023	First public hospital

THE HISTORY OF THE CITY OF BOSTON



1  
2 I have brought with me five of our  
3 current...

4 THE CHAIRMAN: We would be glad to have  
5 your figures, statistics and exhibits inserted in  
6 the record; and we will take the exhibits that you  
7 have brought along with you as well.

8 Mr. Johnston, would you like to ask any  
9 questions?

10 COMMISSIONER JOHNSTON: Yes.

11 Mr. Scarborough, you mentioned "Family  
12 Circle ( or Woman's Day)..."

13 MR. SCARBOROUGH: Yes.

14 COMMISSIONER JOHNSTON: Do you publish both  
15 of them?

16 MR. SCARBOROUGH: No. Woman's Day is  
17 published by the Foster Publishing Company and they  
18 have appeared before you at a hearing here some while  
19 ago.

20 If you know the history, Woman's Day  
21 was owned by the A and P Company and a lawsuit was  
22 brought against them and Woman's Day some four  
23 years ago, which prompted the A and P to divest  
24 themselves of the property and, therefore, they  
25 have no more interest in it.

26 COMMISSIONER JOHNSTON: You mention it  
27 merely to bolster your argument a bit, or to  
28 enforce your argument?

29 MR. SCARBOROUGH: What was that?  
30







1  
2 COMMISSIONER JOHNSTON: You mention it as  
3 part of your general argument?

4 MR. SCARBOROUGH: Only because, as I said,  
5 there is no other publication like Family Circle in  
6 Canada other than Woman's Day which is sold here in  
7 Canada.

8 COMMISSIONER JOHNSTON: What is the total  
9 circulation of your magazine in Canada, do you know?

10 MR. SCARBOROUGH: The figures are in these  
11 sheets -- about 250,000.

12 COMMISSIONER JOHNSTON: Do you think any  
13 publisher could produce a comparable magazine for  
14 a circulation limited to 250,000?

15 MR. SCARBOROUGH: Well, you are asking me  
16 the question which I may or may not be qualified to  
17 answer. I have been in the publishing business all  
18 my life. I started in the newspaper business in  
19 Chicago. I wouldn't want to risk my money to do it;  
20 because there is an awful lot of planning and time  
21 and money put up in building a property such as  
22 ours, or any other such magazine. It takes years.

23 We have had some very disastrous  
24 situations in the magazine publishing business in  
25 the United States, as you know. One of them was  
26 mentioned by one of the speakers -- Colliers. I  
27 was associated with that company for many years;  
28 it was a very sad affair. But management is  
29 terribly important, and experience as you know, as  
30





1  
2 in any other business.

3 Another thing which I can't stress too  
4 strongly is that the very nature of our distribution  
5 enables us to do what we are doing. You see, we  
6 are not burdened with fulfilment expense, the  
7 maintaining of subscription lists and the mailing  
8 of millions and millions of circulars soliciting  
9 subscriptions at cut prices. Every copy of our  
10 magazine sold is paid for at the counters of the  
11 supermarkets at ten cents; and we distribute our  
12 magazine through the wholesale news dealers and  
13 also directly to the corporate firms who warehouse  
14 and redistribute our magazine to their stores.  
15 So that we have some advantages in economies which  
16 other publications do not have.

17 COMMISSIONER JOHNSTON: You say that  
18 there is no other publication in Canada similar  
19 to Family Circle or Woman's Day; so that Family  
20 Circle is not a hindrance to the Canadian periodical  
21 publishing business. Isn't that an over-statement?

22 MR. SCARBOROUGH: Well, it may be  
23 prejudiced, but I am looking at it from a  
24 competition standpoint. In other words, we are  
25 not competing, so far as I know, with you as a  
26 publication for reader interest or attention;  
27 because we are, as said in the brief, a highly  
28 specialized magazine only for homemakers. We  
29 don't seek anybody else. It is sort of like  
30

1. Introduction

The purpose of this study is to investigate the effects of

the proposed system on the performance of the system.

The study is organized as follows:

2. Related Work

Several studies have been conducted on the effects of

the proposed system on the performance of the system.

3. Methodology

The methodology used in this study is as follows:

4. Results and Discussion

The results of the study are as follows:

5. Conclusion

The conclusion of the study is as follows:

6. References

7. Appendix

8. Acknowledgments

9. Contact Information

10. Declaration of Interest

11. Author Biographies

12. Funding Sources

13. Data Availability Statement

14. Ethics Statement

15. Supplementary Materials

16. Additional Information

17. Correspondence

18. Copyright

19. Disclaimer



1 a trade paper in the home. It is helpful as a  
2 guide to them in running their business.

3 COMMISSIONER JOHNSTON: If I buy one of  
4 your publications in a supermarket I buy it for ten  
5 cents.

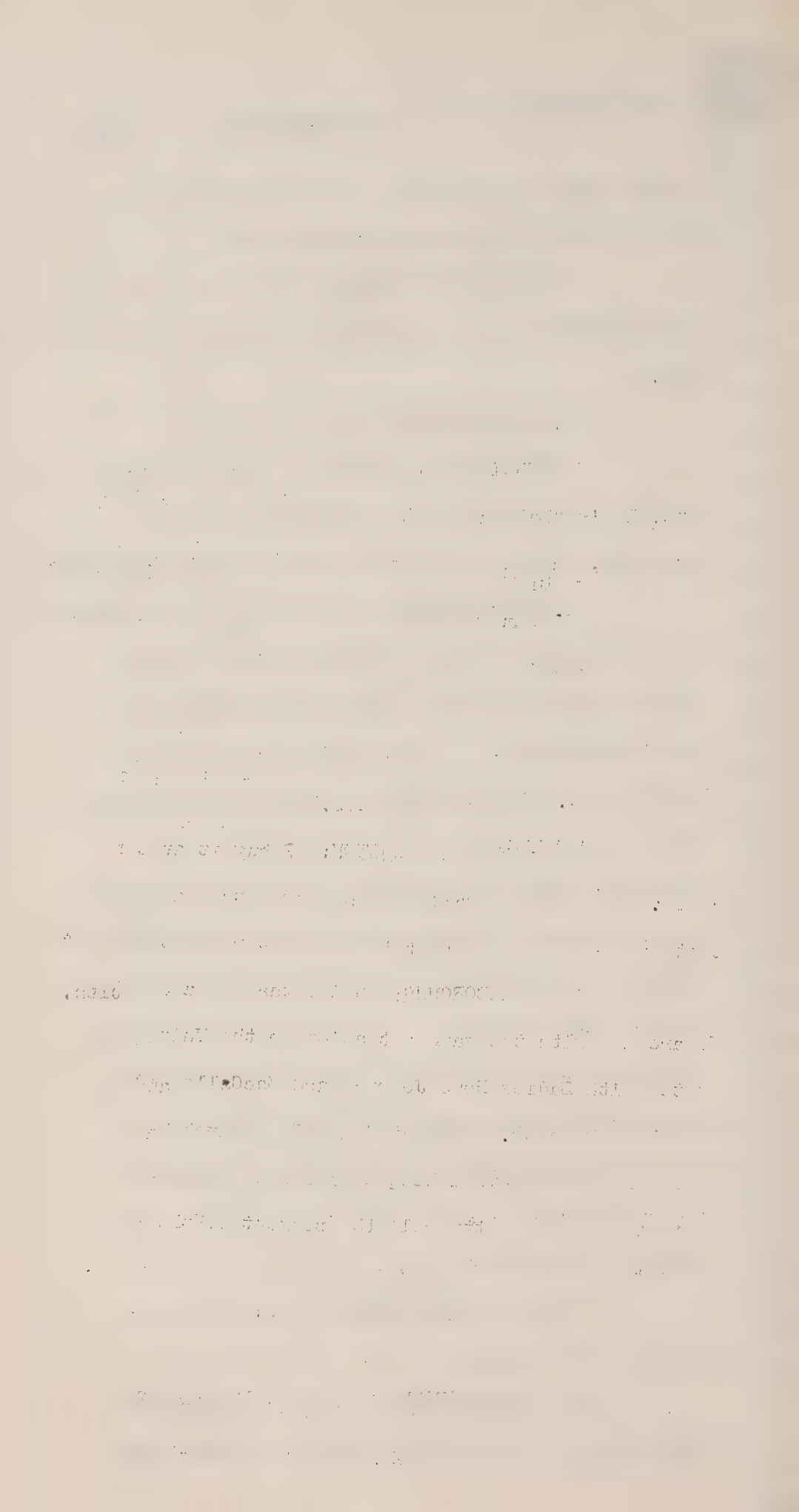
6 MR. SCARBOROUGH: Yes.

7 COMMISSIONER JOHNSTON: I buy it at ten  
8 cents. Isn't that magazine competing with, say,  
9 Chatelaine, which I get at the house through the mail?

10 MR. SCARBOROUGH: Well, that is a question.  
11 We are met with the same situation in the United  
12 States with Ladies Home Journal and MacCalls and  
13 Good Housekeeping. A great deal of research has  
14 been done in the publishing business at home and so  
15 most of us know pretty well the segment of the  
16 population that we are reaching, or aiming to reach.  
17 I could give you figures, which I don't have here  
18 showing the difference in manner and mode and income  
19 of these publications. We cut a wide belt through  
20 middle-America, and I think, through middle-Canada,  
21 and we serve those people with very little, if  
22 any, duplication from this other type of magazine;  
23 it is very small -- very small; and as I say, our  
24 magazine, according to ....

25 COMMISSIONER JOHNSTON: I can't see  
26 how you don't compete?

27 MR. SCARBOROUGH: You are talking about  
28 "competition" in a different sense, I think. You  
29







1  
2 are talking about the woman who wants a dime novel  
3 and who is going to buy our magazine and not...

4 COMMISSIONER JOHNSTON: We have had several  
5 witnesses who have told us that the editorial content of  
6 womens' magazines is exactly the same. You have cooking  
7 recipes and articles on home-making...

8 MR. SCARBOROUGH: Well, I didn't bring  
9 that particular data with me, but, as I mentioned  
10 about twenty-four per cent of our content is food.  
11 That is the paramount/<sup>interest</sup>to these girls who walk up and  
12 down supermarkets buying for families; so that is  
13 the main reason why they buy our magazines. In the  
14 case of the Ladies Home Journal seven per cent of  
15 their total content is on food.

16 COMMISSIONER JOHNSTON: Well, that is a  
17 different approach, maybe.

18 MR. SCARBOROUGH: We are reaching a different  
19 audience.

20 COMMISSIONER JOHNSTON: It is a different  
21 audience?

22 MR. SCARBOROUGH: Yes; to a large degree,  
23 as I say, the duplication between our magazine and  
24 those three magazines is very slight, which would  
25 mean that we are reaching a different segment of  
26 America.

27 COMMISSIONER JOHNSTON: There is some  
28 overlapping?

29 MR. SCARBOROUGH: There always is.  
30





1  
2 COMMISSIONER JOHNSTON: I still cannot see  
3 how your publication with 250,000 copies distributed in  
4 Canada is not competition to Canadian magazines that  
5 appeal to women. A witness we had this morning --  
6 he didn't give us the percentages, but it was one  
7 of the French magazines, and they put a lot of  
8 emphasis on food and recipes - twenty or thirty  
9 recipes every month. They must be, in some  
10 considerable degree, <sup>competing</sup> /with you, or you with them.

11 MR. SCARBOROUGH: What publication is that,  
12 Mr. Johnston? I am not familiar with it.

13 COMMISSIONER JOHNSTON: I will ask my  
14 French-speaking colleague to pronounce it.

15 COMMISSIONER BEAUBIEN: Le Samedi was  
16 one of them and La Revue Populaire.

17 MR. SCARBOROUGH: How large a circulation,  
18 did you say?

19 COMMISSIONER JOHNSTON: One hundred and  
20 twenty thousand in French Quebec.

21 MR. SCARBOROUGH: Yes.

22 COMMISSIONER JOHNSTON: Now, are your  
23 advertising rates in Canada based on your Canadian  
24 circulation?

25 MR. SCARBOROUGH: Yes. I have affixed  
26 a rate card to the brief, so that you have the  
27 answer to that question. It is the very last  
28 thing in the brief.

29 COMMISSIONER JOHNSTON: I think that is all.  
30





1  
2 Thank you.

3 THE CHAIRMAN: Have you any questions, Mr.  
4 Beaubien.

5 COMMISSIONER BEAUBIEN: I see certain  
6 advertisements in your magazines here which might  
7 be considered as over-flow advertising so far as  
8 Canada is concerned.

9 MR. SCARBOROUGH: For instance?

10 COMMISSIONER BEAUBIEN: You have got  
11 Campbell's Soups, for instance?

12 MR. SCARBOROUGH: Yes.

13 COMMISSIONER BEAUBIEN: What value would  
14 you place on over-flow advertising?

15 MR. SCARBOROUGH: It depends, I think,  
16 entirely on the percentage of distribution that they  
17 have in Canada, if any. If they have none, it is  
18 a waste and they can be deleted.

19 COMMISSIONER BEAUBIEN: Campbell's soup  
20 has usually a good consumption here in Canada.

21 MR. SCARBOROUGH: I don't know what  
22 the distribution is in Canada. Perhaps you do?

23 COMMISSIONER JOHNSTON: Well, they are  
24 in every store, I would think.

25 MR. SCARBOROUGH: Yes.

26 COMMISSIONER BEAUBIEN: Every food store  
27 in Canada would carry ...

28 MR. SCARBOROUGH: Well, then, our  
29 advertising is of value because the only people who  
30







1  
2 buy our magazine are the shoppers in these stores.

3 THE CHAIRMAN: Export cigarettes -- that  
4 is a purely Canadian product.

5 MR. SCARBOROUGH: Yes.

6 THE CHAIRMAN: And I see you have Standard  
7 Brand here, which is very popular in Canada; Aunt  
8 Jemima's six great mixes. This is sold extensively  
9 in Canada, of course.

10 MR. SCARBOROUGH: Yes.

11 THE CHAIRMAN: And you have two pages of  
12 that.

13 MR. SCARBOROUGH: Yes.

14 THE CHAIRMAN: And I see some other things.  
15 These are standard brands which are, of course, sold  
16 in Canada.

17 MR. SCARBOROUGH: Yes.

18 THE CHAIRMAN: And the contention is that  
19 the Canadian advertiser does not have to advertise  
20 when he can get overflow advertising from your  
21 magazines?

22  
23 -

24  
25  
26 -





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3 MR. SCARBOROUGH: Well, I had not heard  
4 of it termed in that manner before but when we  
5 sell these large food companies like Campbell  
6 Soup and General Mills and all the other companies  
7 they buy all of our editions, if we have eight  
8 editions, including Canada, because they want  
9 that circulation. Now, we have the sectional  
10 arrangement so as to delete. If an advertiser  
11 does not want to buy it in certain parts of the  
12 country this saves him so he does not waste his  
13 dollars. I know what he is aiming at. I added  
14 it up quickly the other day, just six U.S.  
15 magazines and their overflow into Canada amounted  
16 to one million circulation which is a pretty good  
17 circulation.

18 COMMISSIONER JOHNSTON: Now, the  
19 contention is this overflow advertising is affecting  
20 our magazines.

21 MR. SCARBOROUGH: I think what you say  
22 is correct in that sense. Advertisers are good  
23 business people and they try to spend their dollars  
24 to the best advantage. They are in no different  
25 position then we in the publishing business; their  
26 margins are getting smaller and smaller and it is  
27 harder to make a good profit in any business. In  
28 the grocery store business in particular where these  
29 general stores are operating on a one percent  
30





Scarborough

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3 profit an advertiser wants him to spend his money  
4 as effectively and efficiently and wisely as he  
5 can. A lot of them think we are a tremendous value  
6 for their dollar, that we sell their merchandise.

7 THE CHAIRMAN: We are not blaming you,  
8 we are blaming ourselves.

9 MR. SCARBOROUGH: In the last analysis  
10 they are moving products for the representatives  
11 of 2,318 super markets in Canada, all of which is  
12 an integral part. You cannot take the business  
13 part, it all works together and if we do a good job  
14 for the shoppers and the store manager recognizes  
15 it, he knows he can sell more products and increase  
16 his sales and that means that headquarters can buy  
17 more carloads to be moved through their warehouses.  
18 The whole thing, in the end, benefits everyone who  
19 is involved and we, the poor publisher, come up with  
20 a very small profit.

21 THE CHAIRMAN: Thank you for coming so  
22 far. We are glad to have heard you and we hope  
23 you have a nice plane trip home.

24 COMMISSIONER BEAUBIEN: I have one further  
25 question. Where is your magazine printed?

26 MR. SCARBOROUGH: Printed?

27 COMMISSIONER BEAUBIEN: Yes.

28 MR. SCARBOROUGH: We print two editions.  
29 Our eastern edition is printed at Weehaucken,  
30







Scarborough

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New Jersey and some of the western editions are printed at Mount Morris, Illinois.

COMMISSIONER BEAUBIEN: And your only edition is through super markets?

MR. SCARBOROUGH: Yes. We have some variety stores but it is very small.

COMMISSIONER JOHNSTON: I am becoming notorious for asking the last question all the time. Do you use Canadian paper for the 250,000?

MR. SCARBOROUGH: Our paper is bought by the secretary of our company and the St. Regis Paper Company supplies us with most of our product. I do not know where St. Regis buys their pulp.

COMMISSIONER JOHNSON: In upper New York State, I think, but it is not Canadian paper.

MR. SCARBOROUGH: It is St. Regis but whether they have any affiliation here I do not know.

COMMISSIONER JOHNSON: They have the St. Regis Paper Company of Canada. However, this is magazine stock which is subject to a heavy duty going into the United States so it is highly improbable that you are buying Canadian paper.

MR. SCARBOROUGH: Yes.

COMMISSIONER JOHNSON: Now, there is no customs duty on this book coming into Canada, it is shipped in bulk.





Scarborough

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3 MR. SCARBOROUGH: Yes.

4 COMMISSIONER JOHNSON: And you do not do  
5 as some of the United States publications do, print  
6 the Canadian circulation on Canadian paper. That  
7 is an arrangement that was made some years ago.  
8 You do not know of anything like that?

9 MR. SCARBOROUGH: Well, we have that  
10 done in our manufacturing operations. You see, the  
11 main body of our magazine is printed roto-gravure  
12 and it is very expensive; you have these copper  
13 cylinders and they start rolling and the high speed  
14 without interruption is what gives us our lowest  
15 production costs in printing. To break down the  
16 roto-gravure operation would be quite an expense.  
17 We are developing a new double letters press  
18 operation, 5 up, where we will be able to use the  
19 letter press in colour, they will go any place  
20 on the signatures and that will give us a little  
21 more flexibility.

22 COMMISSIONER JOHNSON: But surely there  
23 would be no physical barrier to your allocating the  
24 Canadian circulation in such a way that Canadian  
25 paper would be used. I believe Time does print...

26 MR. SCARBOROUGH: I believe so.

27 COMMISSIONER JOHNSON: ... an equivalent  
28 amount. It is not necessarily the same paper but  
29 they print enough on Canadian paper to take care of  
30





Scarborough

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1  
2  
3 their Canadian circulation. If they can do it could  
4 you not do it?

5 MR. SCARBOROUGH: I am not a production  
6 man so I cannot answer that. But I can find out  
7 for you whether it would be practical. I know  
8 you do not want us to do anything that would  
9 materially increase our costs.

10 COMMISSIONER JOHNSON: It would not increase  
11 your costs.

12 MR. SCARBOROUGH: I do not mean on the  
13 paper, I mean on the separate printing operations.

14 COMMISSIONER JOHNSON: It would not be a  
15 separate operation.

16 MR. SCARBOROUGH: I will look into it.

17 COMMISSIONER JOHNSON: It would be worth  
18 while and might help your goodwill in Canada.

19 MR. SCARBOROUGH: We want to retain that.  
20 Maybe I am a little bit prejudiced about our magazine:  
21 but I think in the last analyses you are talking  
22 competitively. What does it mean? The fellow who does  
23 the best job. We have two distributors here that  
24 we are very proud of, Steinbergs and Loblaws and  
25 they are two of the finest general operations in  
26 the hemisphere.

27 THE CHAIRMAN: I would not dare say  
28 anything about either one of them.

29 COMMISSIONER BEAUBIEN: Could you tell  
30







Scarborough

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2  
3 us how your advertising rates are based? Is it  
4 based on total circulation including Canada or based  
5 on circulation excluding Canada?

6 MR. SCARBOROUGH: Well, the national rate

7 ---

8 COMMISSIONER BEAUBIEN: Do you take into  
9 consideration your Canadian circulation?

10 MR. SCARBOROUGH: Oh, yes.

11 COMMISSIONER BEAUBIEN: So you charge  
12 your national advertising.

13 MR. SCARBOROUGH: Indeed.

14 COMMISSIONER BEAUBIEN: Based on not only  
15 United States distribution but on the total.

16 MR. SCARBOROUGH: Yes. Here is the way  
17 magazines operate: we have what we call a guarantee,  
18 a certain quantity and the publishers always strive  
19 to deliver more than that so that you have an excess.  
20 Our guarantee has been five million and in December  
21 we are selling six million seven hundred thousand  
22 copies so our guarantee goes up to five million  
23 two hundred fifty in March, that includes everything  
24 and the rates are based on that new guarantee. In  
25 March our colour page will cost the advertiser  
26 \$25,000. The competitive situation there is the  
27 cost per thousand. We watch that very carefully  
28 so we are at least in line and not charging more than  
29 other publishers of a similar character. I can give  
30





ANGUS. STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

Scarborough

159'

1  
2 you the national rate card.

3 THE CHAIRMAN: I expect to see this  
4 magazine swinging into my church as a Sunday  
5 visitor the way you have described it. Thank you  
6 very much and a good journey home.

7 I think we will recess now for five  
8 minutes.

9  
10 --- A short recess ---  
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SUBMISSION OF C. FRASER ELLIOTT:

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MR. ELLIOTT: Mr. Chairman:and gentlemen:

my name is C. Fraser Elliott and I represent myself as practicing law in Ottawa on the subject that you desire of aiding this Commission in its onerous task. I shall speak in three parts, and the middle part you have before you, I gave it to the Commission. The first part has more to do with my own difficulties in coming before this Commission at all on a matter that is called contempt of court. The word "contempt" has a connotation that makes me sit up and take notice that many persons have spoken disparagingly of the great neighbours to the south and if I talk of contempt of court some people may think my words contain some material that puts me in a wrong light. The first thing will be to put the record straight on how I stand. The second part of my brief will have to do with the error in the law which now exists whereby the innocent distributor of foreign papers is made to bear the penalty by a proper judgment of the court but he is entirely innocent of the contents of the publication. The man who really knows what is in it is the publisher who wrote it abroad and because he is outside our jurisdiction we have no means of getting at him to have him bear the true burden. I, therefore, in my second part will show you how we can do it and do it in the very best interests of equity and right both domestic and







Elliott

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1  
2 international.

3           The third part of my brief will have to  
4 do with a scheme that you might well adopt as to  
5 how to answer the problem that the government has  
6 put into your hands. This, I should say, I did  
7 this morning while sitting before my breakfast  
8 thinking of your onerous task. I said to myself,  
9 "I should offer some solution as I am rather  
10 connected with this line of work myself in the past".  
11 So, my third part will be a proper basis for you  
12 to approach this problem as a recommendation to the  
13 government.

14           Now, in the first part of my brief which  
15 I have not had an opportunity to distribute to you  
16 -- I will ask the clerk or myself, if you will let  
17 me be clerk pro tem to distribute this and I will  
18 just read it.

19           My presentation has to do with "Contempt  
20 of Court" as encountered through the press when  
21 they comment on court trials of some public interest  
22 while they are in progress.

23           Now before I begin with my brief, I wish  
24 to say that although the main purpose of this C .  
25 Commission is to find a betterment in the field  
26 of free enterprise as between domestic and foreign  
27 competing magazine publishers, that the issue has  
28 become at times overlaid with Canadian acrimonious  
29  
30





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3 and sharp references to the alleged unsavory  
4 character of the printed word said to be emanating  
5 from the press of our neighbouring nation. Such  
6 comments may not be germane to the purpose of the  
7 enquiry and are probably irrelevant, but there they  
8 are. They attract considerable public interest.  
9 I think they falsely represent Canadian attitudes  
10 towards and appreciation of the people of the  
11 United States of America.

12 I may, be wrong in this but I feel I am  
13 not; accordingly I do not wish to be associated with  
14 any such thoughts.

15 I am doubly apprehensive of such unwanted  
16 association because of the title of my subject -  
17 Contempt of Court by the foreign press when  
18 distributed in Canada.

19 The word "Contempt" and its connotation  
20 is too easily seized upon and misunderstood by the  
21 press and thereby might place me and my  
22 presentation in a completely wrong light.

23 I sincerely hope the Commission will  
24 allow me to offset any such possibility, for in  
25 truth I merely seek relief from the law whereby  
26 the penalty, for contempt of court contained in a  
27 foreign publication, when imposed on an innocent  
28 domestic distributor may be recovered from the  
29 publisher abroad, who is the real offender but now  
30 safe in a foreign jurisdiction.





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3 Let me say at once that cases of contempt  
4 of court are not prevalent. There is not existing  
5 now and there appears to be little possibility of  
6 any rash of such an offence from abroad.

7 Though there be no cases, there is the law  
8 which I believe is short in equity and justice and  
9 is misdirected.

10 May I remind the Commission that we are  
11 in a cold war. We have strong allies - yet we  
12 are too often unduly critical of them especially  
13 our neighbouring ally. We permit a free-wheeling  
14 person to utter, from a public forum that which  
15 would be "comfort to the enemy" and punishable  
16 under hot war conditions.

17 In such safe circumstances, I do observe  
18 that the public platform becomes a rostrum without  
19 restriction. It becomes vocal liberty by license  
20 and leave.

21 We must not again become, as stated in  
22 the Declaration of Independence - "deaf to the  
23 voice of justice and consanguinity".

24 As said, I do not wish to become  
25 associated with such public action or utterances  
26 - Nay, more - I wish to protest - with reasons.

27 I do not know of any nation with written  
28 originating principles - reiterated again and again,  
29 that has adhered to those declarations, as  
30 occasion required, as consistently for such a long







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3 time, in word and deed, as the United States of  
4 America has, -

5 Firstly - by the Declaration of  
6 Independence "that to secure these rights (life,  
7 liberty and the pursuit of happiness) governments  
8 are instituted among men" and are to be sustained  
9 at home and abroad as their outpouring of wealth  
10 has proclaimed.

11 Secondly, by successive and appropriate  
12 acts of Congress they have poured out large portions  
13 of their accumulated wealth for the rehabilitation  
14 of their erstwhile enemies - for the alleviation  
15 of distressed and backward peoples - for defence of  
16 the free nations of the western world (including  
17 themselves, if you will) to an extent hitherto  
18 unknown in the world.

19 Thirdly, by the fact that since the close  
20 of the last war their gold reserve, for the  
21 stabilization of their currency and to meet all  
22 possible external just dollar claims has been  
23 drastically depleted. The gold reserve then  
24 stood at about \$24 billion dollars or more. It now  
25 stands at about \$15 billion dollars. The U.S.  
26 foreign dollar possible claims against U.S. gold  
27 is now about \$19 billion dollars, so that the  
28 balance between foreign dollar debts owing and gold  
29 in reserve is unsafe. The scales are trembling  
30 in the balance, due, mark you, in substantial





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2  
3 measure to the debts incurred for collective items  
4 and benefactions such as the Marshall Plan, relief  
5 and rehabilitation for the weak and needy in many  
6 parts of the world.

7 I pause to ask, - Do people forget or do  
8 they not know or are they mistaken in their  
9 interpretation of events and say they (the U.S.A.)  
10 depleted their gold reserves for selfish reasons  
11 only.

12 Gold reserves have been in the news  
13 before. William Jennings Bryan was mistaken when  
14 he wanted to depart from the gold reserve standard  
15 because it curtailed flush currency and easy money -  
16 said he - "You shall not crucify mankind upon a  
17 cross of gold".

18 The voters put him straight - Let us not  
19 be mistaken - The presently ebbing gold reserve  
20 went out, in large and generous measure, for the  
21 benefit of mankind outside the United States and if  
22 we had an orator now, with the flair of William  
23 Jennings Bryan he could truly and correctly say -  
24 "We shall emancipate mankind upon a cross of gold"

25 And, in goodly measure, they did:

26 For these reasons and more, which you  
27 yourselves do know, I do not wish to be misunderstood  
28 by association or misconstruction of the title of my  
29 subject - "Contempt of Court by the Foreign Press".

30 All such offenders, either as distributors





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

Elliott

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3 or publishers, must be punished. My purpose is -  
4 as between sovereign jurisdictions to have the  
5 penalty borne by the true offender and imposed by  
6 the jurisdiction in which the publishing offender  
7 resides and not on the innocent distributor.  
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2 Having placed my position very clearly,  
3 I go to the second part which is now my main purpose,  
4 to try and draw to the attention of the Commission  
5 through this brief that they should recommend to  
6 the Crown an international agreement whereby the  
7 penalty can be collected from the true offender  
8 abroad. You have that before you, Mr. Chairman,  
9 and I don't think I will struggle through reading  
10 it carefully. You have got it.

11 THE CHAIRMAN: We have got it and we shall  
12 read it, and we will admit it to the record.

13 MR. ELLIOTT: This presentation has to do with  
14 foreign publications distributed in Canada by  
15 Canadian distributors, which contain articles in  
16 contempt of Canadian courts whereby innocent  
17 Canadian distributors are punished, while the real  
18 originating culprit remains free. The penalty imposed  
19 by the court is borne by a Canadian, the true  
20 originating offender is a foreigner not within the  
21 Canadian jurisdiction.

22 The Canadian judge imposes a penalty to  
23 fit the crime, but, perforce, imposes it upon the  
24 wrong person.

25 The path of justice should be made to  
26 lead to the real offender. This is the purpose of  
27 this presentation. It's adoption would be a world  
28 precedent by Canada.

29 How can it be done or attempted?  
30





1  
2 The Royal reference to this Commission  
3 invites "submissions -- relating to:

4 (a) The position of Canadian magazines  
5 (meaning, for the purposes of control by  
6 law, their owners, publishers, distributors,  
7 purchasers and readers) -- from competition  
8 with publications edited outside of Canada"  
9 and

10 (b) would contribute to the -- development  
11 of -- a genuinely Canadian periodical press."

12 The matter may be opened in question form,  
13 addressed to you as Royal Commissioners, or, as it  
14 might be in the House of Commons, to a Minister of  
15 the Crown or a member of Parliament, concerned with  
16 the protection of subjects of our Sovereign in Canada.

17 The question to the Commission (or the  
18 government ) might be as follows:

19 1. Is the Commission (or government) aware  
20 of a British decision (Rex vs. Griffiths, ex. p.  
21 Atty General - 1957 - 2 Q.B. 192) which would be a  
22 precedent in Canada, that mere distribution by  
23 distributors in Great Britain of imported publications  
24 which, unknown to the British distributors, contain  
25 comments on current British court cases so that the  
26 distributors have been found guilty of contempt  
27 of court and fined, and thereby stand in like  
28 jeopardy of being fined again and again in  
29 connection with future imported articles, with ever  
30





1  
2 increasing severity. (The Canadian law is the same).

3 Inasmuch as Censorship by government  
4 officials of foreign publications entering Canada  
5 under Section 1201 of the Customs Tariff Act does not  
6 protect the Canadian distributor from like indictment,  
7 what effective steps might the Commission (or the  
8 government) take to safeguard the position of Canadian  
9 distributors, unaware of any offending comment in  
10 the foreign publications which they distribute in  
11 Canada?

12 Would the Commission (or government) consider  
13 entering into international reciprocal statutory laws,  
14 or law enforcement agreements, whereby notice of a  
15 Canadian summons, addressed to and ordering the  
16 Canadian subject to appear in court, might be served,  
17 (following upon an order of a court or judge of  
18 competent jurisdiction) on a foreign publisher who  
19 may, if he so wishes, appear before the Canadian  
20 court and jointly defend proceedings brought against  
21 the Canadian distributor? If the Canadian is found  
22 guilty of contempt of court and fined (or damages  
23 imposed) then the order or judgment pronounced  
24 by the Canadian court, may be sent to the foreign  
25 government for enforcement there against the  
26 publisher, through their appropriate courts, in  
27 accordance with the terms of an international  
28 agreement, convention or comparable reciprocal  
29 statutory enactments? (as hereinafter suggested).  
30







1  
2           Thus the local distributor and foreign  
3 publisher would stand as equals before the Canadian  
4 law in the land where their publications are  
5 distributed. The Canadian distributor who may be  
6 innocent of the offending article but who  
7 nevertheless is penalized in a Canadian court, would  
8 be, in the end result, free from punishment, unless  
9 it could be shown that he was previously made aware  
10 or ought reasonably to have been aware, of the  
11 offending article contained in the periodicals to  
12 be distributed.

13           Under the existing law the court penalized  
14 Canadian importer-distributor is without a remedy  
15 against the foreign publisher -- who certainly is the  
16 real offender.

17           The importer could conceivably scrutinize  
18 carefully every imported publication, in whatever  
19 language written, before distribution, and refuse  
20 to distribute the offending publication. This is  
21 not practical in the conduct of the normal business.  
22 It could not be done within the time limits for  
23 the dissemination of up-to-the-minute information.  
24 The inescapable fact is the importer-distributor  
25 cannot reasonably scrutinize the many publications.

26           Nevertheless he is the effective medium  
27 (as principal or agent) disseminating in Canada  
28 such offensive articles (no doubt inter-spaced with  
29 many splendid, universally desirable writings), and  
30





1  
2 so, in the national interest, he should not escape  
3 this necessary liability. Let the liability of the  
4 Canadian importer remain, but there is an equal  
5 responsibility on the nation to afford him, as  
6 far as possible, a remedy or claim-over against the  
7 real offender.

8 This equal responsibility is presently  
9 not provided for within the Canadian laws. Actually  
10 the domestic responsibility of the foreign publishers  
11 cannot effectively be provided for without  
12 international cooperation.

13 One might think that any foreign  
14 publication, found offensive within the ambit of  
15 Canadian law, which has had the penalty duly imposed  
16 on the Canadian distributor, should be prohibited  
17 further entry into Canada. This would be a  
18 continuing penalty but not reasonable or appropriate  
19 respecting foreign publications.

20 I say nothing of continuing subversive  
21 publications and obscenities. They are not within  
22 the scope of my remarks and should be prohibited  
23 for all time under Schedule "C", Item 1201 of the  
24 Customs Tariff Act.

25 Such publications as Time, Life, Newsweek,  
26 respectable daily and weekly publications, may  
27 offend, either unconsciously or viciously on  
28 occasion and the innocent distributor bear the brunt  
29 of the Canadian law without having even potential  
30





1  
2 rights of relief over against the true offender  
3 abroad, who should be, and is, presumed to know the  
4 law of the land he presumes to write about, publish  
5 and offend. Ignorance of the law does not excuse  
6 the foreigner (or anyone) who directs his shafts at  
7 this country's affairs during active consideration  
8 by a Canadian court of any cause brought before it.  
9 Contrarywise, ignorance of the facts, that is, the  
10 contents of the publication, while not excusing the  
11 publishers, should certainly afford the Canadian  
12 distributor the right to ask for and receive from  
13 his government every possible help to claim-over  
14 against the foreigner.

15         This proposed right should be internationally  
16 reciprocal and would be, under like statutory  
17 enactments, mutual agreements or conventions.  
18 There should be no immunity from the law for foreign  
19 offenders who use the domestic facilities, post offices,  
20 (under international postal regulations) transportation  
21 or banking, and so forth. Such government assistance  
22 and immunity to foreigners is in sharp contrast to the  
23 Canadian who bears the legal penalty for an innocent  
24 offence. The Canadian also pays the taxes to  
25 support the Canadian facilities when they are in  
26 deficit!

27         It is this, gentlemen, that I draw to  
28 your attention with the suggested remedy -- perhaps  
29 not easily developed, but at least it will make our  
30







1  
2 law speak with comprehension and appreciation of the  
3 need for care and responsibility by publishers,  
4 nationally and internationally. It would speak  
5 continuously to all countries. It could be,  
6 supported by a resolution of the United Nations to  
7 encourage adoption by all countries.

8 Those countries which would not enter  
9 upon such reciprocal action would thereby declare  
10 themselves in favour of continuing immunity for  
11 their citizens. It would be a negative omission  
12 on the part of an unfriendly nation or the failure  
13 of a friendly nation to enter upon a reciprocal  
14 friendly act.

15 The Canadian distributor or any  
16 distributor would be placed on guard against non-  
17 reciprocating countries, perhaps refusing  
18 distribution.

19 There is a high principle and a good  
20 purpose involved, namely -- the dissimulation of  
21 knowledge, with equal responsibility under the law,  
22 with immunity to none and justice unimpaired as  
23 between nationals of reciprocating countries.

24 The reciprocal provisions might be  
25 provided by way of:

- 26 1. An amendment to any existing appropriate  
27 law, or  
28 2. By separate act, or  
29 3. By way of using the treaty making powers  
30





1  
2 which in the United States over-ride  
3 all State laws and thus eliminate the  
4 need for any State enactments.

5 The substance of the proposed enactment  
6 or treaty might be as follows, each country wording  
7 it suitably according to their own legislative systems.  
8 I am certain it will require a great deal more  
9 thought in the drafting, also as to the insertion  
10 of related operating definitions with provision  
11 for regulations. I have not attempted to be  
12 exact in detail, only indicative in general  
13 principle.

14 Here is my suggested draft:

15 Any penalty, damages or costs imposed  
16 by the judgment or order of a court  
17 or tribunal in a foreign state or  
18 country, upon a distributor of Canadian  
19 publications therein, which publications  
20 contain matter contrary to their laws,  
21 pertaining to contempt of court, may be  
22 sued for and recovered by the foreign  
23 distributor from the Canadian publisher  
24 by and through an action instituted  
25 in a Canadian court having  
26 jurisdiction to entertain such a claim,  
27 following upon the production and proof  
28 before a Canadian Superior Court judge  
29 of:  
30





1  
2 (a) The service upon the Canadian  
3 publisher of a copy of the originating  
4 foreign writ, together with notice of the  
5 right of to jointly appear and defend  
6 the cause in the foreign court, and

7 (b) A certified copy of the judgment  
8 of the foreign court.

9 The Canadian judge may thereupon refer the  
10 matter to the appropriate court for trial and hearing;

11 Provided the foreign jurisdiction has  
12 reciprocal provision in its law granting like rights  
13 and privileges to Canadian distributors of their  
14 publications;

15 Provided further this provision shall not  
16 be effective in law if it can be shown that the  
17 publisher specifically notified the distributor before  
18 distribution that there was contained within the  
19 particular publication, material believed to be  
20 contrary to the law of the country of distribution.

21 Sub-distributors (as agents or principals)  
22 shall have like reciprocal rights and privileges.

23 This proposal does not necessarily draw  
24 the foreign publisher before our Canadian courts,  
25 or vice versa. Each jurisdiction administers  
26 and imposes its own law on its own national  
27 or resident, as the reciprocal agreement or law  
28 is, or would be, part of the laws of each country.  
29 No one would be required to attorn to a foreign law  
30







1 within a foreign jurisdiction. However, the foreign  
2 publisher is offered the right of joint defence in  
3 the country of distribution, although the resulting  
4 judgment can only be against the distributor, but  
5 in the end the publisher only obeys an order to  
6 pay the penalty emanating from the court within  
7 his own country.

8  
9 This proposal gives the Canadian  
10 distributor the right to sue, on the basis of a  
11 Canadian judgment, the foreign publisher in his,  
12 the foreigner's, own country. In practice this  
13 would mean the foreign publisher would in fact  
14 pay the Canadian distributor without waiting to  
15 be sued in his own country. In reverse, it would  
16 work reciprocally.

17 Reporters are not publishers. They are  
18 suppliers of news and comment, whether they are or are  
19 not in the employ of the publisher. Accordingly  
20 they are not within the scope of the proposed  
21 law. The principle of freedom to report to the  
22 publisher is not in the slightest impaired. The  
23 wisdom of a foreign correspondent advising of  
24 possible contempt of court or infringement of the  
25 law if his material is published is clear and  
26 wholesome. Let the publisher take notice of  
27 the intimation or advice should he receive it,  
28 but the correspondent himself is not subject to  
29 contempt of court charges. "It has never yet been  
30

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1  
2 held that a reporter, who supplied objectional  
3 matter to his editor or publisher, which the  
4 latter published, is himself guilty of contempt."

5 The purpose of this presentation is in  
6 conformity with the overall intention of Articles  
7 1 and 2 (a) of the Constitution of UNESCO adopted in  
8 London the 16th November, 1945, as amended, and of  
9 all Bills of Right.

10 The constitution of UNESCO reads in part:

11 "1. The purpose of the Organization  
12 is to contribute to peace and security  
13 by promoting collaboration amongst  
14 nations -- to further universal respect  
15 for justice and for rule of law.  
16 2. To realize this purpose the  
17 Organization will  
18 (a) collaborate in the work of advancing  
19 understanding ....through all means of mass  
20 communication, and to that end  
21 recommend such international agreements  
22 as may be necessary to promote the free  
23 flow of ideas."

24 I repeat the above phrase -- rule of law  
25 and the furtherance of justice.

26 These expressions of UNESCO should be  
27 applied to foster the purpose of this proposal.

28 I need not elaborate for they give sanction to the  
29 whole idea of justice by applying the law, with its  
30 remedial effect, on the very person responsible for  
the offence of contempt.





1  
2 Now, Mr. Chairman, there is always the  
3 human element in these things. The human element  
4 that brought this to my attention was not that I  
5 found out at all -- far from it. I saw a man  
6 and his wife sitting in Honeydew and I looked across  
7 and I said, "They are new Citizens and they don't  
8 look well," and I saw an Aspirin handed across to  
9 the husband. So, I finished my meal and I said,  
10 "Aren't you new in this country?", and they said,  
11 "We have only been here two days. We have got  
12 located in Ottawa South". I said, "Your husband  
13 is not well. You know, this is a holiday weekend  
14 and it is now Saturday afternoon and there is still  
15 Sunday and Labour Day, and I am all alone. Will  
16 you come to my cottage and live with me?", and,  
17 "Are you a good cook, madam?", and the lovely answer  
18 was, "I am a good cook." I said, "Well, do come",  
19 and they came. That was a man by the name of  
20 Chalmer who worked for the Citizen, I believe,  
21 and he went to Carleton College of which I have  
22 the honour to be a governor. We became fast  
23 friends after that, and he was in England, and  
24 he was a distributor of magazines, and he said,  
25 "I distribute Life and Time and Digest", and  
26 he had just been hauled before the courts by  
27 the Attorney General and fined fifty pounds  
28 with a notation that if it happened again the  
29 fine would be much more. I said it was a  
30







1  
2 terrible thing; that he didn't know what was in  
3 the magazine. It was concerning the defence  
4 in the Adams murder trial. I said, "I will take  
5 it to Canada and see if I can't get a question  
6 asked in the House of Commons." Well, I spoke  
7 to a Senator and others, and they didn't think  
8 that would be strong enough. Then you gentlemen  
9 came along and I thought I would put it to you  
10 in the hope you will put it to the government, and I  
11 hope the innocent will be relieved and the  
12 offender punished.

13 That is the second part of my brief.

14 COMMISSIONER JOHNSTON: I have just one  
15 question on that part: doesn't the same situation  
16 apply to the libel law?

17 MR. ELLIOTT: Oh yes, of course, it does.  
18 That is a good question, and I omitted something  
19 I would like to say. It applies to the radio  
20 law too. The latest decision on that is that  
21 your ear is an instrument and, this instrument  
22 being in Canada, this is where the offence takes  
23 place, and they have jurisdiction over the person  
24 abroad for using an instrument in Canada. I  
25 think it is a little thin, but there it is, and that  
26 will all be cured. Although in my brief I put  
27 in the words -- it should say really any offence  
28 by any publisher abroad that is an offence, or  
29 contrary to the common or statutory law -- that  
30





1  
2 should also be included, and you should broaden my  
3 draft by simply striking out "contempt of court".

4 Notes on Innocent Distributors - Contempt of Court,  
5 and Service of Writs Outside the Jurisdiction.

6 1957 Law Quarterly Review - Vol 73 pp 8 and  
7 9 and 467. P 8. "It is obvious that if a person  
8 does not know that proceedings have been begun or are  
9 imminent, he cannot, by writing or spe ch, be said  
10 to influence the course of justice or to prejudice  
11 a litigant or accused person, but that is no answer  
12 if he publishes that which in fact is calculated to  
13 prejudice a fair trial". Per Lord Goddard.

14 In Regina v. Odhams Press Ltd., 1956 3 W.L.R.  
15 796 at 801. "There is therefore absolute liability  
16 on any one who publishes anything which may affect the  
17 course of justice as mens rea is not a constituent  
18 of the offence".

19 This is so even before criminal proceedings  
20 have been commenced, because "it is possible, very  
21 effectually, to poison the fountain of justice."  
22 R.V. Parke 1903 2 K.B. 432.

23 Accordingly, to publishers, this is an  
24 occupational hazard. The rule must be equally  
25 applicable to any one who distributes any newspaper  
26 or magazine published in this country. The news  
27 vendor has now joined the publisher in the list  
28 of hazardous occupations. (Notes at p. 469 Vol.  
29 73 Law Quarterly Review).  
30





1  
2 Rex v. Griffiths ex p. Atty. General  
3 1957 2 Q.B. 192.

4 The Attorney General moved for writs of  
5 attachment against the senior representatives in  
6 London of the American magazine Newsweek, and against  
7 Rolls House Publishing Co. Ltd., the wholesalers,  
8 and the W.H. Smith & Son, Ltd., the retailers, who  
9 distributed the magazine in this country (England).

10 Lord Goddard, C.J., said - p. 202.

11 "It has never yet been held that a  
12 reporter, who supplied objectionable matter to his  
13 editor or employer, which the latter published,  
14 is himself guilty of contempt".

15 This may not be true if the reporter  
16 knows the material is in contempt and knows that  
17 it is to be published in the form in which he has  
18 submitted it.

19 Similarly, a person who writes a letter  
20 to a newspaper or magazine can be guilty of contempt  
21 even though the final decision to publish it rests  
22 with the editor.

23 Re: Service of judicial process outside  
24 of the originating jurisdiction.

25 The Ontario rules and their interpretation  
26 are based on world-wide considerations. Under the  
27 Ontario rules -

28 / "25 (1) Service out of Ontario of a Writ  
29 of Summons or Notice of Writ may be allowed wherever:  
30







1  
2 (g) the action is founded on a tort  
3 committed within Ontario, or  
4 (i) a person out of Ontario is a necessary  
5 or proper party to an action properly  
6 brought against another person duly served  
7 within Ontario".

8 The court action now considered was in  
9 tort occasioned by U.S.A. broadcasts heard in Ontario  
10 -- 1952 D.L.R. vol. 2. p. 526.

11 Three points were argued:

- 12 1. The Tort (if any) was not wholly  
13 committed within Ontario;  
14 2. The defendants out of Ontario are  
15 not necessarily or proper parties to  
16 an action....in Ontario;  
17 3. Ontario is not the forum conveniens.

18 Prior to 1952 there were no decided cases  
19 in Canada or Great Britain but many in the United  
20 States and much literature.

21 McRuer, C.J.H.C., dealt with (g) and  
22 an order of the Master in Chambers permitting  
23 service outside of Ontario -- i.e. in the U.S.A. --  
24 was the order to be approved?

25 Said he - such an order is a matter of  
26 judicial discretion -- with three main principles  
27 governing the exercise of discretion:

28 First -- service of judicial process  
29 out of the jurisdiction is necessarily, prima facie,  
30

1. The first part of the report is devoted to a general survey of the situation in the country. It is found that the country is in a state of general depression, and that the people are suffering from want and distress. The cause of this is attributed to the war, and the consequent destruction of property and the loss of life.

2. The second part of the report is devoted to a detailed account of the operations of the government. It is found that the government has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the government, and the consequent inability to enforce its laws.

3. The third part of the report is devoted to a detailed account of the operations of the military. It is found that the military has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the military, and the consequent inability to enforce its laws.

4. The fourth part of the report is devoted to a detailed account of the operations of the civil service. It is found that the civil service has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the civil service, and the consequent inability to enforce its laws.

5. The fifth part of the report is devoted to a detailed account of the operations of the judiciary. It is found that the judiciary has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the judiciary, and the consequent inability to enforce its laws.

6. The sixth part of the report is devoted to a detailed account of the operations of the police. It is found that the police have been unable to carry out their policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the police, and the consequent inability to enforce their laws.

7. The seventh part of the report is devoted to a detailed account of the operations of the education system. It is found that the education system has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the education system, and the consequent inability to enforce its laws.

8. The eighth part of the report is devoted to a detailed account of the operations of the health system. It is found that the health system has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the health system, and the consequent inability to enforce its laws.

9. The ninth part of the report is devoted to a detailed account of the operations of the social system. It is found that the social system has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the social system, and the consequent inability to enforce its laws.

10. The tenth part of the report is devoted to a detailed account of the operations of the economic system. It is found that the economic system has been unable to carry out its policy, and that the country is in a state of anarchy. The cause of this is attributed to the weakness of the economic system, and the consequent inability to enforce its laws.



1  
2 an interference of the sovereign power where service  
3 is to be effected;

4 Second - the matter must be within the  
5 spirit and letter of the rule;

6 Third - the substance of the whole matter  
7 must be looked at.

8 In the case of Geo. Munro Ltd. vs. American  
9 Cyamide - 1944 K.B. 432 @ 439-40-41 -

10 Parcq, L.J. said - (the case was of a  
11 dangerous substance made in the United States with  
12 accompanying dangerous instructions -- which went  
13 off in England, with damage to the person) he said:

14 "The act of commission was done in America  
15 -- the Tort was (not) committed in England -- the  
16 question is - Where was the wrongful act, from  
17 which the damage flows, in fact done? The question  
18 is not where the damage was suffered, even though  
19 damage may be the gist of the action".

20 Service outside the jurisdiction was  
21 refused as the tort was committed abroad. This,  
22 though good on its own facts, was not accepted or  
23 followed by McRuer in the following radio case, as  
24 he thought the facts were not the same. He said:

25 "Radio broadcasts are made for the  
26 purpose of being heard (publishers to be seen, my note).  
27 The program was for advertising purposes -- it was  
28 -- intended that the messages be heard by large  
29 numbers of those who received radio messages in the  
30





1  
2 English language -- heard by as many as possible.  
3 A radio broadcast (or published article) is not an  
4 unilateral operation. It is the transmission of  
5 a message."

6 Viscount Dunedin said in re Registration  
7 and Control of Radio Commission 1932 2 D.L.R. 81  
8 @ 87.

9 "Now a message to be transmitted must  
10 have a recipient as well as a transmitter. The  
11 message may fall on deaf ears but at least it  
12 falls on ears."

13 Then McRuer goes on -

14 "The ears of the recipient of a foreign  
15 broadcast are receiving sets within the jurisdiction  
16 and such a set, is not dissimilar in law to a  
17 hearing device -- or the glasses that one with  
18 defective eyesight puts on so that he may read."

19 "That brings me to the material point.  
20 Was there publication in Ontario of the alleged  
21 defamatory material....to warrant the exercise of  
22 a discretion in favour of the plaintiff?" "and  
23 thereby warrant service outside the jurisdiction".

24 He quotes from another case -

25 "The course of action in libel is not  
26 the writing but the publication of the libel" and  
27 from another case he quotes -

28 "If the plaintiff can prove publication  
29 in London, the cause of action will clearly arise  
30







1  
2 within the jurisdiction and leave for service outside  
3 the jurisdiction should be affirmed".

4 McRuer followed and allowed service outside  
5 the jurisdiction -

6 So much is said to show that the provisions  
7 in our reciprocal agreement for service of notice of  
8 writ outside our jurisdiction and in a foreign country  
9 is quite in accordance with Commonwealth law and  
10 international practice in general.

11 See also McRuer in R.V. Bryan 1954 3 D.L.R.  
12 631 at 639-40.

13 He sent to jail for ten days a Canadian  
14 distributor of United States magazines.

15 1. "That is the only way we can make  
16 distributors of magazines coming from the United  
17 States alert to their responsibilities to refuse to  
18 distribute such magazines containing offensive articles  
19 of this character that tend to interfere with our  
20 administration of justice" and even if he did not  
21 know the content the responsibility for circulation  
22 still remains on him". "He received them directly  
23 from abroad. If the local distributor is not to be  
24 held responsible in such case I don't know if there  
25 is any one within the jurisdiction of this court that  
26 can be held responsible in the absence of an  
27 appearance before the court of the foreign  
28 distributor or the foreign publishers".

29 Those observations are well founded and  
30





1 quoted in Rex v. Griffiths 1957 2 Q.B., 195.

2 But there are three comments -

3 1. The clause "that is the only way we  
4 can...alert them" i.e. by jail sentence in Canada.

5 How much better to have an international  
6 agreement and alert them fairly and

7 2. 'I doubt if there is any one else  
8 within the jurisdiction of this court" i.e. to be  
9 punished.

10 Hence my suggestion that we reach them  
11 and impose the penalty within their own jurisdiction  
12 by international reciprocal agreement; and

13 3. The judge seems to say if we don't  
14 penalize the Canadian distributor we have no one  
15 else to penalize, so penalize him! This is  
16 specious reasoning, though close to the fact.  
17 The proposed international agreement will lead  
18 to the penalty being imposed on the real, true culprit,  
19 even though under the general law he is a foreigner,  
20 not within our jurisdiction. So let it be that  
21 in due course his own country, through its courts,  
22 will impose the Canadian adjudicated penalty on  
23 him there.

24 Again at page 196 - "It might be  
25 expedient to hold him (the Canadian distributor)  
26 responsible but it would not be justice".

27 It is this injustice that the  
28 international agreement will cure. The punishment  
29 will fit the crime - and thereafter the true culprit  
30 will bear the burden of the verdict.





1  
2 At breakfast this morning I pushed aside  
3 my bacon and eggs and I wrote this right there while  
4 I enjoyed my coffee, and I said that I must help you  
5 if I can. So, I wrote this proposal re Canadian  
6 magazine publication competition with foreign  
7 overflow.

8 As specific duties such as customs, excise or  
9 quotas apply to the content and the magazine as a  
10 magazine -- it offends the free enterprise profit  
11 motive.

12 Our desire should be to keep an equal  
13 competitive basis between publishers of equal  
14 volume.

15 Therefore, set a basic circulation for  
16 Canada for any and all magazine publishing houses --  
17 say "x" thousand.

18 Let there be no interference between  
19 Canadian and foreign publishers who (by parent or  
20 subsidiary companies combined) do not exceed the  
21 basic printed and published volume.

22 Above "x" - causes the problem of  
23 "Overflow" a substantially costless magazine - the  
24 low cost being ever lower as the total volume  
25 increases. Therefore "gradation" is a factor to  
26 be considered.

27 Any foreign publisher knows (as  
28 merchandizers do, who "dump" in Canada) that such  
29 cash for the excess product is nearly all profit  
30







1  
2 and if there is a profit there should be (in these  
3 days) a tax - but not determined in the normal  
4 accounting ways for the action is not a normal  
5 action toward a small country and a foreign power.  
6 Where no factory or publishing operating house is  
7 established in Canada and no executive salaries are  
8 paid in Canada, then there is no income tax from  
9 that source.

10 As between states or provinces in the  
11 same country the proposal set out below is not good.  
12 As between foreign entities , the weak must (without  
13 disturbing the law of free enterprise) be given a  
14 free and equitable fighting chance to survive.

15 When volume exceeds the basic Canadian  
16 set volume, then any profit on the excess thereof  
17 should bear a tax to such an extent and weight  
18 that competition should be equalized as volume  
19 increases.

20 So - let the excess or overflow be  
21 valued on the raw material content basis, i.e.  
22 paper, ink, freight - and that portion of plant  
23 depreciation that the overflow to Canada is of the  
24 total publication issued - (no executive salaries or  
25 authorship purchasing or editing - as those are  
26 already taken care of below the level of the said  
27 excess or overflow and further are all taxed  
28 (not in Canada) but in the country of production  
29 when all such contracts are made and wherein such  
30





1  
2 earnings arise).

3 The profit is selling price in Canada less  
4 the said cost.

5 If the Canadian sales of the overflow  
6 is say 10,000 then let corporate tax rate be reduced  
7 by "y%" - say 20 per cent.

8 If the overflow is 20,000 - reduced by  
9 say 15 per cent - and so on, until if the overflow  
10 is 50,000 - or more - no reduction. The Canadian  
11 corporation tax rate applies.

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2 This "50,000" -- I don't know -- if these  
3 figures should be 500,000, please accept -- I don't  
4 know.

5 Here is the summary.

6 Thus, Canada (1) allows free competition  
7 between publishers of more or less equal volume;  
8 (2) Canada shares in the Canadian profits on the  
9 easy-excess-overflow-production sales; and (3)  
10 shares profits on a profit basis adjusted in rates  
11 to the volume.

12 Now, I should point out to the Commission  
13 that there are existing international income tax  
14 agreements to think about in this proposal, but I  
15 would also add that they are easily overcome.

16 COMMISSIONER JOHNSON: They are not bound  
17 to by GATT?

18 MR. ELLIOTT: No, no. It doesn't touch  
19 it at all in this case. Actually, I am talking  
20 about the international agreement for reciprocal  
21 taxation between the United States and Canada.  
22 There are a couple of clauses in there that we  
23 would have to modify.

24 The rates, of course, could be increased  
25 above the Canadian corporate rate on increased  
26 volume -- rather, subtracted from it as I did in  
27 my examples -- on increased volume up to the point  
28 of no profit return to the foreign publishers and  
29 thereby virtually exclude him from this country;  
30







1  
2 and you could make that on a scale up and down and  
3 do what you like with it.

4 The price in Canada of foreign magazines  
5 must not be less than in the foreign country of  
6 publication.

7 I put that in for the reason that they  
8 will sell their magazines for half price and because  
9 it is over-flow and because it really costs the cost  
10 of material -- the paper and ink and what not. They  
11 can sell it at half price and say to the advertiser:  
12 "We have not only got 60 million in our own country  
13 but another 12 million in the United States and we  
14 charge them more." Therefore, I say they must not  
15 sell their magazines at less than in their own  
16 country, where the profit would be the selling  
17 price in Canada less the same costs.

18 Any such volume should be administered  
19 by the income tax department but not as part of the  
20 income tax law, because you will get into too many  
21 confounded technical rulings.

22 I should add, in the last analysis, the  
23 proposal I make is only against some twenty or  
24 thirty or forty -- my figures may be terrible --  
25 you might have 150 -- but I don't think there are  
26 more than 40 companies that will have to be handled  
27 of the big volume; and that is a simple matter for  
28 the income tax they get the returns from the other  
29 side and we can make a quick job of it. If I had  
30





1  
2 the chance I would take it on. It would be no  
3 trouble

4 I hope that this will be helpful, and I  
5 will answer any questions.

6 THE CHAIRMAN: Mr. Johnston?

7 COMMISSIONER JOHNSTON: I ~~really~~ haven't  
8 any questions, but I was complimented that you think that  
9 we had more power than the House of Commons and the  
10 Senate.

11 MR. ELLIOTT: What was that?

12 COMMISSIONER JOHNSTON: You apparently  
13 thought that we had more power than the House of  
14 Commons or the Senate when you brought this  
15 proposal here.

16 MR. ELLIOTT: Well, you have ~~more~~ power  
17 to recommend extraordinary things, and the Senate  
18 might get talking about it.

19 COMMISSIONER BEAUBIEN: I have no questions.

20 THE CHAIRMAN: All I have to say is that  
21 you have made certain very original proposals  
22 to us, and I thank you. We are always glad to  
23 get proposals and suggestions. You are a gentleman  
24 of very vast experience in the field of taxation,  
25 as I well remember.

26 Thank you very much for your brief.

27 MR. ELLIOTT: Even although I am getting  
28 up in years it is always nice to hear a little  
29 praise. Thank you.  
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Elliott

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THE CHAIRMAN: We will adjourn until  
10:30 tomorrow morning.

--- Adjournment ---







SUBMISSION OF CANADIAN AUTHORS ASSOCIATION

194

This submission is a brief one because in several ways the Canadian Authors Association has already made use of opportunities this Commission has generously provided in order to make known its views on the issues under consideration. At Winnipeg in November the Winnipeg Branch of this organization submitted a fairly comprehensive statement for your study. In Vancouver, one of our C.A.A. members in that city, namely, Raymond Hull, appeared before the Commission, and in Montreal, Hugh MacLennan, another member of this organization, though appearing on his own behalf, made a presentation of his views as a writer. In addition, as an Association, we supported the submission made at the Toronto hearings of this Commission of a brief on behalf of Canada's cultural magazines. This latter step was taken partly because the C.A.A., on an increasingly precarious financial basis, has sponsored for many years the publication of two quarterly magazines, The Canadian Author and Bookman, and the Canadian Poetry Magazine.

As far as we of the national executive are aware the Canadian Authors Association is the senior and most representative of any national organization of Canadian authors in the English language field. Next year, in March, the C.A.A. reaches the 40th anniversary of its establishment.





1           There has been hesitation on our part over  
2 whether or not we should toss even a small additional  
3 pail of water into the ocean of representations on  
4 which the Commission is now afloat. On reflection  
5 it was decided that an expression of views on behalf  
6 of the organization as a whole, ought to be submitted.

7           Authors, as a rule, are not highly per-  
8 ceptive in strictly business matters, and it should  
9 be an exercise in undue optimism to expect from an  
10 authors association the shrewdest evaluations of the  
11 economic effects upon magazine publishing in Canada of  
12 foreign competition for wider circulations and for a  
13 larger share of available advertising dollars in this  
14 country. The publishing of periodicals in Canada is  
15 a complex, varied and specialized business on which  
16 the layman may comment at the risk of committing  
17 grievous errors. But we do believe that authors  
18 can perceive - at least as well as most observers  
19 of the national scene - the direction and force of  
20 broad currents of taste and of loyalties that govern  
21 our less than rapid growth as a truly cultivated  
22 community.

23           It was cited in the Massey Report (follow-  
24 ing an indication by that Commission that in our  
25 periodical press we in Canada have the closest  
26 approximation to a national literature): "Canada is  
27 the only country of any size in the world whose  
28 people read more foreign periodicals than they do  
29 periodicals published in their own land." We of this  
30





1 Association suspect that this condition is part of the  
2 price Canadians may need to pay as a rather  
3 scattered people of about 18 millions, inhabiting  
4 half a continent and in close proximity to a  
5 dynamic, highly articulate nation of approximately  
6 180 million persons.

7 A recommendation of this Commission to the  
8 federal government to the effect that certain tariff  
9 or tax measures be put into effect, designed to  
10 equalize the economic opportunities of Canadian  
11 magazine publishers in relation to foreign competitors,  
12 could help alleviate the competition problem, at  
13 least until Canada's population more nearly approaches  
14 that of its powerful neighbor. We believe, however,  
15 that the basic, long-term solution is not to be  
16 found in this type of remedy. It seems to us that  
17 the effective solution resides, rather, in the  
18 general attitude of Canadians toward the creative  
19 literary artist in their midst. In recent years the  
20 overwhelming emphasis in cultural affairs has been  
21 upon the performing arts...in music, in the theatre  
22 and of the ballet. Each year hundreds of thousands  
23 of dollars are expended in Canada to encourage and to  
24 promote careers and activities in these important  
25 fields. On the other hand Canadian authors, the  
26 better-known as well as those striving for wider  
27 recognition, continue to struggle in a comparatively  
28 depressing environment, occasionally with fair  
29 success.  
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2 The development among Canadians generally  
3 of a more balanced sense of values could transform  
4 the situation in this country for both Canadian  
5 writers and Canadian periodicals. Once the Canadian  
6 reading public begins to demand Canadian writing in  
7 Canadian publications in unforced preference over the  
8 contents of competing imported magazines we will have  
9 in this land a positive, constructive atmosphere  
10 which will produce that effective and natural remedy  
11 which no government action, however well considered  
12 and well intended, can be expected to fully achieve.  
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SUBMISSION OF MRS. LORNA TOWERS

198

I would like to submit a Brief and request that it be read during the current Royal Commission on Publications Hearings.

This Brief is not concerned directly with adult lethargy toward Canadian literature, but rather with the more pressing problem, Sir, I humbly submit, of the forced perusal of American Publications in our Elementary Schools.

The "Think-and-Do" Book to accompany "Paths and Pathfinders" Basic Reading and Literature 1, published by Scott, Foresman and Company of the U.S.A. and used by our Grade VII children is concerned with: Columbus, George Washington, Lincoln, Paul Revere, Richard Henderson, Sacajawea, maps of the U.S.A. explaining its divisions, trips from one State to another, The Tennessee Valley Authority, America and the Telescope, America and the Helicopter, the United States Coast Guard, Weather in the United States, Snakes in American Zoos, Horace Mann, Miss Anne Sullivan of the Perkins Institute in Boston and questionnaires from start to finish with American connotations. Of course, it is an American book meant for American children. Three or four 'neutral' pages, two on how the Americans defeated the British and two brief lines, and I quote: "Joe the cook, the French Canuck," do not in my mind justify the use of this book and "Paths and Pathfinders" as literature conducive to rearing intelligent, loyal and proud





1 Canadians. The Grade IV 'Basic Reader Work Book',  
2 also by Scott, Foresman and Company of the U.S.A..  
3 goes a step further. It contains also a page on Pledges  
4 to the American Flag, Country, etc. I asked the teacher  
5 about this outrage and she informed me, that she and  
6 the rest of the Staff deplored the situation but that  
7 there was nothing very much they could do about it.  
8 "We 'skipped' the page you see." And they had. But  
9 that does not seem good enough, neither for the  
10 teachers, the children, the parents or the country.

11 Who then is responsible for this gross  
12 neglect in our Elementary Schools? When I phoned the  
13 Protestant School Board of Greater Montreal, I was  
14 asked to submit the titles and Publishers of the  
15 work books. Don't they know? If they don't, then who  
16 does? Is someone in cahoots with an American  
17 Publishing Company to sell our future Canadians into  
18 thought-slavery? I asked the School Board if this  
19 state of affairs was prevalent throughout Canada and  
20 was informed that it was. "We try," I was told,  
21 "to 'tone down' the American atmosphere in the books."

22 I submit, Sir, that the current Investi-  
23 gation into Magazine and Newspaper Publications might  
24 not be underway now, had we been educated to love  
25 our Country, to be proud of its magnificent history  
26 and to appreciate its ideals and way of life. This,  
27 then, this lethargic, wicked outrage by our country to  
28 our country makes the present National-International  
29 Grand-scale Investigation, I humbly submit, Sir, a bit  
30 of a farce.

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SUBMISSION OF THE HEALTH LEAGUE OF CANADA: 200

In this brief submission we wish to present one instance of the type of injustice done to Canadian periodicals by the unfair competition from "Canada editions" of foreign publications.

Our purpose is to support the submission made by the Periodical Press Association, of which Health Magazine is a member, and to provide one example of the kind of unfair competition that has developed recently.

Health Magazine is published by the Health League of Canada and is its official organ. In this magazine are published messages relating to the various public health issues that the League is organized to further. It has a circulation in excess of 30,000 and is read by the Canadian public as a general Canadian magazine with a specialized interest in health topics, including suggestions for improving the health of the Canadian family. Its cost of publication is defrayed by advertising from national advertisers most of whom have a special stake in the public's health.

Early in 1960 Health went through a process of re-designing its format and content. It adopted a "new look" with smaller, more attractive, handier pages designed to be more interesting to both the reader and to the advertiser.





1 At the same time - the first of 1960 -  
2 "MD", a magazine circulating free to United  
3 States doctors came out with a "Canada edition"  
4 and began to circulate free to Canadian doctors.  
5 With its basis of American editorial content and  
6 practically nothing added to make it Canadian,  
7 "MD" began to sell advertising to some of the  
8 same advertisers that Health was approaching.

9 The result was that in 1960 Health  
10 lost at least five potential advertisers, five  
11 companies that stated that the advertising  
12 appropriations that they had at first expected  
13 to use to buy space in Health, had been used  
14 up in "MD".

15 No one can estimate how many other  
16 advertisers might have been similarly affected  
17 but the loss to Health in the year 1960 from  
18 these five is estimated to be in the neighbourhood  
19 of \$7,500 in advertising revenue.

20 This is no mean figure relatively  
21 speaking because, had it materialized, it would  
22 have increased Health's advertising revenue by  
23 over 20% and allowed seven thousand five hundred  
24 dollars to be used for other Health League  
25 projects in the Canadian public interest.

26 We submit, gentlemen, that such an  
27 unfair situation is curbing the value, influence  
28 and future development of Canada's periodicals  
29 and endangering the very existence of one of  
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1 the most important factors that contributes towards  
2 the maintenance of a strong national identity.  
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SUBMISSION OF THE CANADIAN CHAMBER OF COMMERCE: 203

1. The Executive Council of The Canadian Chamber of Commerce welcomed the appointment of the Royal Commission on Publications and is pleased to express in this letter its views in regard to certain aspects of the problem before the Commission.

2. The Canadian Chamber was formed in 1925 to promote, among other things, a national concept of Canadian development. It was natural therefore that one of its objects was and still is to stimulate and maintain a Canadian national sentiment. The Executive Council believes that a strong and healthy Canadian periodical press is a vital factor in the building and maintaining of a national identity and a national sentiment. One pursuit of this objective, in fact, is the monthly publication by the Chamber of a national business magazine - "Canadian Business".

3. Arguments respecting many aspects of the problem have already been presented to the Commission but the Council believes that the threat to the well-being of the Canadian periodical press lies particularly in the area of unfair competition in editorial costs.

4. The Executive Council believes that the Commission should give careful study to the allegations that the use of editorial material prepared outside the country but used in magazines circulated in Canada and deriving advertising





1  
2 revenue in this country, constitutes a form of  
3 dumping. Thus, if the Commission establishes that  
4 there is dumping of editorial material by publications  
5 edited outside of Canada, it would seem appropriate  
6 to extend the present remedies or to take such  
7 other action as may be necessary to correct a  
8 dumping situation.

9 5. While Council is opposed to any Government  
10 regulations which would prohibit the flow of  
11 information and ideas from outside the country,  
12 it believes that competition for Canadian  
13 publications should be fair and equitable.

14 6. Finally, the Chamber, based on its  
15 objectives and policy, favours the encouragement of  
16 a healthy periodical press which can have a  
17 substantial effect in creating and maintaining a  
18 Canadian national sentiment and believes that such  
19 publications should operate in a climate of fair  
20 and equitable competition with magazines edited  
21 outside the country.  
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SUBMISSION OF MR. BERRY, PRIMARY TEXTILES INSTITUTE:

December 16, 1960.

MR. M. Grattan O'Leary,  
Chairman,  
Royal Commission on Publications,  
P.O. Box 1501, Station "B",  
Ottawa, Ont.

1. In response to the invitation of November 2, 1960, from this Commission, the Primary Textiles Institute wishes to state briefly its views concerning the cultural and economic position of, and prospects for, the Canadian periodical publishing industry and its allied arts and industries.

2. The Canadian textile industry possesses no special knowledge of the economics of the magazine publishing business, and does not find the need to recall at this time the history of the Canadian struggle for economic, social and cultural independence, but we are as familiar as any industry with the complexities of producing in Canada, and we do have some views on the need for maintaining Canadian industry.

3. It is our belief that this country, or any other for that matter, to maintain nationhood, must have within its own borders the facilities to produce in sufficient quantities the basic necessities of life. Food, shelter and clothing are undeniably fundamental, and a nation's press must also be considered a basic necessity.

4. The influence of foreign publications







1  
2 on the Canadian people is therefore an important  
3 factor in the considerations of this Commission.  
4 That the principal such influence, that of U.S.A.  
5 publishers, is friendly is important, and something  
6 which we must safeguard. It is not, however, a  
7 Canadian press; its prime considerations are not  
8 the interests of the Canadian people.

9 5. The closest thing this country possesses  
10 to a national press at this time is its periodical  
11 publications. They do a fine job, considering the  
12 disadvantages under which they operate, in  
13 presenting the news, views, tastes and culture of  
14 Canadians to Canadians. Such a service cannot be  
15 replaced by a foreign-produced press, no matter how  
16 well-meaning.

17 6. As to the disadvantages: The textile  
18 industry cannot discuss the business of the  
19 periodical press, except on the very broad basis  
20 where the two industries have much in common.  
21 Both must depend for their existence almost  
22 entirely on the Canadian market, which is a small  
23 population of exacting and varied tastes spread  
24 over a large geographical area.

25 7. Both industries must attempt to supply  
26 this market under extreme pressures from foreign  
27 producers, not the least of which is the U.S.A.  
28 With huge, rich home markets which permit mass-  
29 production, the U.S. industries can service their  
30





1  
2 domestic customers in a manner truly nationalistic  
3 and at the same time, overflow into Canada as a  
4 'bonus' on their operations. The Canadian market  
5 is a secondary consideration, serving to add to  
6 their earnings but not necessarily for the welfare  
7 of this country.

8 8. That U.S. mass communication is a friendly  
9 influence on Canadian life, we repeat, is undeniable.  
10 But Canada deserves and needs a national press that  
11 places the interests of Canadians first, and which  
12 knows intimately the tastes and needs of Canadians.

13 9. The textile industry does not suggest that  
14 the Canadian government eliminate all competition  
15 or maintain any inefficient industry. But we  
16 do believe that any basic industry should be  
17 encouraged to serve Canadians well and efficiently  
18 by whatever means are necessary.

19 10. The periodical press is one of the  
20 safeguards of the Canadian entity. Without it,  
21 this country would be dependent upon foreign  
22 publications to the extent that all magazine  
23 advertising would through necessity be placed in  
24 foreign publications, at considerable loss of  
25 employment and revenue to Canada, without the need  
26 for any Canadian editorial content at all.

27 11. This industry's attitude can best be  
28 summed up as: We believe there is a need for a  
29 strong, efficient periodical press to help maintain  
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Berry

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3 the social, economic and cultural independence  
4 that we value so highly. We have no detailed  
5 suggestions as to how this should be achieved,  
6 only a firm belief that it should be.  
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SUBMISSION OF MR. GUY ROBERGE:

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150 Kent Street,  
Ottawa 4, Ontario,  
October 31st, 1960.

Mr. P. Michael Pitfield  
Secretary,  
Royal Commission on Publications  
P.O. Box 1501, Station "B",  
Ottawa, Ontario.

Dear Mr. Pitfield:

I acknowledge receipt of your letter of  
October 31st, 1960.

While the National Film Board is not immediately affected by the entrance into Canada of magazines published outside of the country and whose content is almost entirely foreign, indirectly, it is affected by the health of the Canadian publishing industry. As the establishing Order-in-Council states, magazines add to the richness and diversity of Canadian life and are essential to the culture and unity of Canada. Not only is this true of the country as a whole but it is particularly relevant in relation to the work of other channels of information such as film. The Board relies in many respects on Canadian magazines for interpretive articles on changes and developments in Canada. A vigorous magazine publishing industry provides a very important source of information and opinion for the Board which cannot be replaced by magazines from other countries.

The Board feels a deep sympathy for the Canadian magazine publishers, in their present





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2  
3 struggle to provide a distinctly Canadian product in  
4 competition with larger foreign publishers with  
5 fifteen times the circulation of Canadian magazines,  
6 for this is the same pattern of competition in films,  
7 in radio and in television. The need to establish  
8 a certain proportion of Canadian content in television  
9 programming is well recognized and the difficulty of  
10 doing this against the competition of programs  
11 offered at well below cost since the cost has already  
12 been recouped in American showings is equally well  
13 known. The same problem exists in relation to the  
14 feature film industry in Canada which has never  
15 really come into existence because, to a great  
16 extent, of this factor. It is only through the  
17 deliberate policy of the Canadian government that a  
18 short film industry has developed and that there are  
19 films about Canada for Canadians. The same is true  
20 of radio and television.

21 I have no doubt that my colleagues and my  
22 associates share the view that Canadian magazines  
23 contribute to the development of Canada and  
24 Canadians in the same way as radio, film and  
25 television do and that such assistance as may be  
26 practicable should be extended to permit the survival  
27 and growth of this essential industry.

28 The National Film Board will not submit a  
29 brief. Nevertheless, your Commission may rest assured  
30 that we are following its work with interest.

1. The first of these is the

fact that the system is not

in any way connected with the

system of the other countries

and is not subject to the same

conditions as the other countries

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1 SUBMISSION OF MR. LOWER:

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3 A communication has come from the  
4 Principal of my university suggesting that the  
5 Commission would be glad to receive representations  
6 from Faculty members on the subject of its inquiry.  
7 I would therefore like to put the following points  
8 before you:

9 1. I take the same position with respect  
10 to the Canadian press whether daily or periodical,  
11 that I took with respect to Canadian radio. It may  
12 be remembered that in the course of a long brief  
13 which I submitted to the Fowler Commission (a copy  
14 is attached), I argued that the Canadian Broadcasting  
15 Corporation is not only an essential part of our  
16 national structure, but as the only national voice  
17 over the air, it represents something so vital that  
18 it is doubtful if Canada could long exist without  
19 it. My view was that the confederation brought  
20 about in 1867 was the ground plan for a nation.  
21 Testimony to the nation building projects of the  
22 "fathers" is abundant and need not be quoted here:  
23 suffice it to say that Sir John Macdonald's so  
24 called "national policy" would be quite misunderstood  
25 if it were considered as consisting in protective  
26 tariffs only. These were important to the political  
27 issues of the day, but the real statesmanship of  
28 Confederation consisted in (a) The wisdom built into  
29 the act of Confederation, the British North American  
30 Act.







(b) The extension of territory: bringing in other provinces, securing the North West and later on the far north, including the Arctic Archipelago.

(c) The building of the Canadian Pacific Railway.

This was the "national policy" in the broad sense as it existed down to about the turn of the century. It has since been complemented and enlarged by many other broad policies. Among these one might name the institution of the Trans-Canada Airways, the Canadian Broadcasting Corporation, the Trans-Canada Highway. Our history, in fact, follows in logical sequence from that most creative of political actions, Confederation, and the bulk of our public legislation has been in one form or another a buttress to the original building.

No doubt the same could be asserted for many another country, for it is quite evident that countries are made as often as they grow. Few countries, in fact, have had the good fortune merely to evolve. Most have been put together by strenuous efforts by those in charge of their destinies: if one example more patent than another is needed it is the United States.

No one has ever been under any illusion about the difficulty of creating a nation within the boundaries of Canada. Territorial problems alone might be solved but the spirit that giveth life has always been hard to summon. We are stretched





1 out so far and nature has interposed so many  
2 obstacles to our integration that a national spirit  
3 has always been weak. As Sir Wilfrid Laurier himself  
4 was wont to say, no more unlikely stretch of the  
5 earth's surface could have been picked upon for an  
6 experiment in nation building than the present  
7 Canada.

8           However, we have been at nation building,  
9 French and English together now, for just two  
10 centuries. We are a long remove from the struggling  
11 little St. Lawrence communities of those distant  
12 days. And we have attained our present situation  
13 by the unremitting toil and love of those who have  
14 directed us. Our country as a going concern is no  
15 doubt based on the toil of all who have lived and  
16 died here, but its present position as a nation, it  
17 owes to the relative few, in every generation, who  
18 have been in charge of its destinies. This may be  
19 unpopular doctrine in the present age. I am,  
20 nevertheless, prepared to uphold it: the average  
21 man, left to himself, would have drifted, and, no  
22 doubt, as many of his fellows actually have done,  
23 would have drifted southward. Canada without the  
24 most resolute opposition to the idea generation after  
25 generation would surely have become, if possibly  
26 not a part of the United States, at least a mere  
27 appendage.

28           That danger is not yet over: in fact, it  
29 possibly was never more imminent. The field on  
30





1 which the present battle is being waged may have an  
2 economic setting but its vital content is the  
3 cultural. I doubt if the ownership of Canadian  
4 oil by Americans will make Canadians into Americans.  
5 But I am sure that the domination of every aspect  
6 of the cultural field, the airways, the printing  
7 press, popular amusements, and so on, I am sure  
8 that unless we can find a voice for ourselves in  
9 this area, eventually we are lost.

10 Many may say, "Well, what of it? Why not  
11 become Americans?" I agree there would be worse  
12 fates. But surely anyone with any title to manhood  
13 will struggle desperately to preserve his own  
14 identity. Surely no one wishes to cease to exist,  
15 as it were, or to turn up as a poor relation in a  
16 rich man's house. I do not argue the point at  
17 length. If Canadians have so little sense of  
18 their own identity that they are not disturbed about  
19 losing it, then the case is hopeless and all our  
20 generations of effort along national lines go for  
21 nothing.

22 My faith, however, is that we are not  
23 yet as far down as all that. As a nation, we  
24 still hang together in a fashion, though we make a  
25 poor impression, as a national group, upon others.  
26 Australia has, I think, gone beyond the point we  
27 have reached, and so has Little New Zealand. To  
28 the outside world, we appear as a pale copy of  
29 the United States, or in Mr. Gromko's provoking







1  
2 phrase "this boring second violin in the American  
3 symphony".

4 Possibly that is as far as we can expect  
5 to get. Possibly Canadians are nothing more than  
6 second rate Americans, taking their place in the  
7 American array along with citizens of Peoria or  
8 Carson City or Biloxi - mere provincials. There  
9 ~~will~~, however, always be a minority who will resent  
10 such status and will wish to make of their country  
11 one of which they can rightfully be proud, though  
12 not vain. To good minds, provincialism must always  
13 be distasteful: it must always be the badge of the  
14 second rate. Only a creative national spirit can  
15 give us, constantly irradiated as we are, by the  
16 burning American sun, an offset, a creative elan  
17 that will make this country worth living in.

18 I make this long introduction because I  
19 would like the Commission to understand the way in  
20 which I approach the problem of the American  
21 periodical.

22 American periodicals may be divided  
23 roughly into two classes, those which the intelli-  
24 gent citizen will not bother reading and those  
25 which will engage his attention. As to the **first**  
26 class, I doubt very much whether from a national  
27 point of view it makes much difference whether our  
28 newstands are laden with them or not. The ordinary  
29 person wants ordinary reading material, and since  
30





1 our citizens on the average are very ordinary,  
2 showing few signs of benefitting from the money that  
3 a foolish public rolls out on them in the form of  
4 schools, I doubt whether it makes much difference  
5 what they read, or if they read anything. Hence  
6 I am not interested in whether True Love Stories,  
7 Hearts A flame, or similar trash come in from the  
8 United States or not.

9 The issue is joined when it comes to  
10 periodicals of a reputable type. All writing is  
11 in a sense propaganda and all written material  
12 from another society influences those who read it  
13 in the direction of the pattern of life and ideals  
14 held by the society producing it. I do not think  
15 this can be gainsayed: the great nations of the  
16 world have exported their culture and vastly  
17 influenced other peoples because of it. In a  
18 sense there is a cultural imperialism which is  
19 quite as powerful as economic imperialism.

20 Most free countries hesitate in  
21 attempting to arrest the cultural invasions of  
22 their neighbours. We in Canada seem much more  
23 afraid of imports of, shall we say, American  
24 textile goods than of imports of American ideas.  
25 At least we put a tariff on the one without  
26 hesitation and refuse to put it on the other,  
27 whereas if it is our national identity that we  
28 are anxious about, American ideas are much more  
29 dangerous than are American textiles. It is to  
30





1 be noted that many countries have recognized this  
2 in one parti ular area, that is, films. Even Great  
3 Britain, I believe, has a quota arrangement on  
4 American films - put there ostensibly on grounds  
5 of foreign exchange, industrial protection, etc.,  
6 but in reality to protect in some measure the  
7 British way of life against the American.  
8

9 No doubt the American way of life is so  
10 powerful and has such intrinsic appeal to the  
11 masses that it is destined to become the common  
12 way of life in the English-speaking world. From  
13 this point of view, then, protection against it is  
14 impossible. Nor would many people go so far as  
15 to suggest some kind of Chinese wall around our  
16 country, with the specific purpose of keeping out  
17 American writing. Even so, it would seem to me  
18 that a line may be drawn between (a) books by  
19 American authors of a good literary quality (of  
20 which there are ~~scores~~ every year), periodicals  
21 of a high quality, such as the Atlantic Monthly  
22 or the Yale Review (of which there are also a  
23 great many) and (b) the ordinary run of the mill  
24 American magazine which reaches a large segment of  
25 our population and is designed for light information  
26 or casual reading: the kind of magazine that  
27 monopolizes the reading table in doctors'  
28 offices: Time, Life, Readers' Digest, Look,  
29 Newsweek, Saturday Evening Post, and a dozen others.  
30







1 It is these latter which every day in every way  
2 mould our Canadian mentality on American patterns.  
3 I can find only three other media of equal power  
4 in this process: - television and radio; the  
5 "movies" and the "boiler-plate" sections of our  
6 daily and weekly newspapers (In our local newspaper  
7 for example, each issue contains some three  
8 different solutions to the problems of the broken  
9 hearted. Whether a young girl has been seduced,  
10 a young wife is seeking a divorce or a girl is  
11 rebelling against her parents, she gets the self  
12 same brand of American advice from our newspapers,  
13 and it is very different and much less wholesome  
14 advice than she would get from a Canadian  
15 columnist on the subject.)

16 Now the point of this whole submission  
17 is reached here, and it is simply this: We  
18 are entitled to some voice in the discussion of  
19 our own affairs. We shall never be allowed to  
20 hear our own voice in our own Canadian house if we  
21 allow matters to take their course. Unlimited  
22 laissez-faire, or free enterprise, whether in  
23 goods, power or ideas, would eventually centre  
24 the whole world about New York, and Canada is one  
25 of the easiest victims. The only way in which we  
26 have preserved our individuality hitherto has  
27 been by using our organized power, the power of  
28 the Canadian state, against the magnetism of a  
29  
30





1 great metropolitan economy and culture. Hitherto  
2 it is the economic side of life which has been  
3 stressed, because that is the most obvious and the  
4 easiest for "the practical man" to grasp, as well  
5 as most immediately engaging his self-interest. In  
6 the future our struggle will be for cultural  
7 autonomy, and it will be directed against the  
8 ultra-respectable, ultra-powerful, ultra-persuasive  
9 agencies of mass publication in the United States.

10 No one is silly enough to do try to  
11 "bail out the Atlantic with a tea-cup". There  
12 must be, however, many resources, both legislative  
13 and administrative, which can be used by the  
14 Canadian people to give themselves space for the  
15 discussion of their own affairs. Perhaps we  
16 cannot expect much more. But surely we can keep alive  
17 the very limited periodical press that we possess.  
18 I would like to see the continuance of our popular  
19 and semi-popular periodicals, such as MacLeans's  
20 and Saturday Night. I do not doubt but that our  
21 university quarterlies will continue, for they do  
22 not entirely rest on a pure commercial basis. I  
23 would hope for the continued existence of the  
24 Canadian Forum and the Canadian commentator, to  
25 name only a few. Incidentally, may I point out  
26 that the Canadian Forum has now been in existence  
27 some forty years: it has never paid a contributor,  
28 is published "on a shoe-string" and yet, because  
29 it is outspoken and independent, is one of the  
30





1  
2 most valuable organs we have. Its circulation,  
3 however, is small. It exists on the donations of  
4 the faithful, of whom I am proud to have been one-  
5 kept alive for the sheer purpose of maintaining a  
6 locus for the discussion of Canadian affairs. Almost  
7 the same words could be used of Le Devoir, both of  
8 them periodicals which help to save us from the  
9 dull mediocrity of conformity and which therefore  
10 lift us a little distance out of the mud of  
11 provincialism.

12 In conclusion, may I earnestly suggest to  
13 the Commission that it recommend to the government  
14 devices which will give our undoubtedly Canadian  
15 periodicals enough advantages to enable them to  
16 live in reasonable prosperity, and that not primarily  
17 for commercial reasons but because of the imperious  
18 necessity of having our own media of discussion.  
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ROYAL COMMISSION ON

# Publications

HEARINGS

HELD AT

OTTAWA

VOLUME No.:

**25**

DATE:

DEC 21 1960

OFFICIAL REPORTERS

ANGUS, STONEHOUSE & CO. LTD.

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ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

ROYAL COMMISSION ON PUBLICATIONS

Proceedings of hearings held  
in the Supreme Court Building  
in the City of Ottawa, Ontario  
on the 21st day of December,  
1960 et seq. at 10:30 a.m.

COMMISSION:

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CLAUDE P. BEAUBIEN	Member

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1  
2 --- On resuming at 10:30 a.m.

3 THE CHAIRMAN: Gentlemen, please come  
4 to order. We will now hear from Mr. Comfort.  
5 Would you please identify yourself.  
6

7 SUBMISSION OF NATIONAL GALLERY OF  
8 CANADA

9 APPEARANCE:

10 Charles F. Comfort.

11  
12 MR. COMFORT: I am Charles F. Comfort,  
13 Director of the National Gallery of Canada.

14 Mr. Chairman and gentlemen, I should  
15 say that I do not appear here in my individual  
16 identity but rather on behalf of the Trustees of  
17 the National Gallery; but, if I may be permitted,  
18 I would offer my personal greetings and  
19 congratulations. It is an unexpected privilege  
20 for me to be here this morning; I had anticipated  
21 being here tomorrow. But I think it is  
22 consideration on your part that I was invited here  
23 today, because it leaves this additional day to  
24 attend to those problems which, I am sure, beset  
25 everyone at this season.

26 I would like to repeat that this very  
27 brief submission I have to make is really on behalf  
28 of the Trustees of the National Gallery, but it  
29 does reflect my own opinion with regard to the  
30

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1  
2 conclusions -- the brief conclusions -- that have  
3 been made.

4           If it is your pleasure that they should  
5 be enlarged upon, and if it is your pleasure that  
6 I should read this, then I should be only too  
7 happy to accommodate you so far as I can.

8           The Chairman and members of the Board  
9 of Trustees of The National Gallery of Canada wish  
10 me to convey to this Royal Commission their  
11 greetings and good wishes. They regard with approval  
12 and satisfaction the appointment of three such  
13 eminently qualified citizens to conduct this  
14 important enquiry, to report, and make  
15 recommendations to the Government of Canada on  
16 certain aspects of Canadian periodical publication.  
17 This brief submission is made on behalf of the  
18 Board of Trustees of The National Gallery of  
19 Canada.

20           Under the terms of The National Gallery Act  
21 (paragraph 6b) one of the major objectives of  
22 The National Gallery is "the promotion of the  
23 interests generally of art in Canada". The  
24 Trustees of The National Gallery have long felt  
25 that, apart from circulating exhibitions and  
26 lectures, this end could be well served by an  
27 intelligent use of publications. Especially since  
28 the nineteen-twenties, the Gallery has pursued  
29 a vigorous publications policy involving catalogues  
30







1  
2 and reproductions in the main.

3 In 1943, however, the Gallery invited the  
4 editor of Maritime Art to make his headquarters at  
5 the Gallery and to transform this periodical into  
6 a national art magazine, Canadian Art. At a  
7 later date the publication of this magazine was  
8 assumed by an independent body, the Society for Art  
9 Publications. As the name of the magazine  
10 indicates, Canadian Art limits its discussions  
11 mainly to the field of art in Canada, an approach  
12 which is shared by the only other general art  
13 magazine, Vie des Arts, published in the Province  
14 of Quebec.

15 Taking into account the nature of critical  
16 appraisals in many of our daily and periodical  
17 publications, and the fact that such newspapers  
18 and periodicals as do report on art subjects usually  
19 limit their discussion to Canadian art, it becomes  
20 apparent that the growing number of people wishing  
21 to be informed on the subject of art generally have  
22 to rely in great measure upon foreign publications.  
23 These run the whole gamut from such important  
24 scholarly journals as The Burlington Magazine,  
25 The Art Bulletin, the Gazette des Beaux-Arts, and  
26 Oud Holland, down to newspapers and popular foreign  
27 magazines such as Time and Life, the Listener, and  
28 The New Yorker.

29 The National Gallery, conscious of the  
30

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1  
2 great importance of publications in the development  
3 of art in Canada, therefore respectfully recommends  
4 for the consideration of the Royal Commission on  
5 Publications the following:

6 1. That the Commission investigate all  
7 possible ways of encouraging such Canadian  
8 publications as Canadian Art, Vie des Arts,  
9 and the Journal of the Royal Architectural  
10 Institute of Canada, Canadian Music  
11 Review, Tamarac Review, and the various  
12 University Quarterlies.

13 2. That the Commission bear in mind  
14 that the restricting in any way of the  
15 import into Canada of foreign publications,  
16 dealing conscientiously in whole or in  
17 part with the subject of art in its  
18 broadest sense, would have nothing but  
19 the most harmful effect upon the study  
20 and appreciation of the arts in this  
21 country.

22 Respectfully submitted.

23 THE CHAIRMAN: Dr. Comfort, could you  
24 enlarge a bit for us on your paragraph 2? You  
25 speak of "The Trustees of The National Gallery  
26 have long felt that, apart from circulating  
27 exhibitions and lectures, this end could be  
28 well served by an intelligent use of publications..."  
29 What exactly did you have in mind?  
30





1  
2 MR. COMFORT: Well, Mr. Chairman, I think  
3 we all agree that words and numbers are important in  
4 the communicating with the general public, and  
5 publications, in as much as they can be placed in  
6 libraries and made available at any time, have a  
7 significant effect beyond, possibly, other mass  
8 media such as radio and television. For that  
9 reason we feel that the emphasis on the published  
10 word has probably more significance to us; although  
11 it would have a possible impact at the same time  
12 as a permanent record. We feel that the published  
13 word is of great significance so far as we are  
14 concerned.

15 Does that answer your question?

16 THE CHAIRMAN: Yes. Have you had  
17 anything in your appropriations to the Gallery to  
18 enable you to do anything about this?

19 MR. COMFORT: We have had from time to  
20 time, and we have at the moment -- not a very  
21 great amount, but we have some funds which make  
22 it possible for us to support magazines such as  
23 the two we have named, Vie des Arts and Canadian  
24 Art. I must say that this is not as extensive  
25 as I personally would like to see, but under the  
26 present circumstances I think it is reasonable.

27 THE CHAIRMAN: What do you do exactly  
28 for Canadian Art? What help do you give them  
29 apart from the help they get from the Canada  
30





Council?

MR. COMFORT: It amounts, in the present fiscal year, to paying subscriptions, in the amount, I think, of 300 subscriptions, which we send to libraries. We circulate them to libraries and art institutions abroad and to the foreign missions resident in Ottawa. We feel that this is a very small thing; and since Canadian Art, of course, is a completely private venture the idea of the Trustees, I believe, in past years, has been to give the thing the significance and importance it should have and give it a financial start and hope that it will be carried on by private interests.

THE CHAIRMAN: Do you give Vie des Arts the same help?

MR. COMFORT: I am not quite clear about this. Will you excuse me a moment?

THE CHAIRMAN: Yes, certainly.

MR. COMFORT: In the case of both of these journals we have assisted by supplying colour plates and articles -- to both Vie des Arts and to Canadian Art -- in addition to the other assistance I have mentioned.

THE CHAIRMAN: Are the two publications run by the same people?

MR. COMFORT: No. Jacques Simard is the director of the Vie des Arts Board in Montreal, and Mr. Allan Jarvis is the Chairman of





1  
2 the Board of the Society for Art Publications which  
3 is just newly instituted or incorporated this year.

4 THE CHAIRMAN: We have the circulation  
5 figures of these magazines, but do you think they  
6 could have a larger circulation in Canada?

7 MR. COMFORT: Well, circulation depends,  
8 of course, as you know, on the appeal that it has  
9 at the popular level. We consider that  
10 Canadian Art has achieved a considerable level  
11 in its circulation. We think that the new rates  
12 which are being asked for subscriptions is going to  
13 have an effect, but that will not be ascertained  
14 until the complete fiscal year; but we hope it does  
15 not. On the other hand Vie des Arts is somewhat  
16 less -- its subscription rates are somewhat less.  
17 But both of these magazines, we feel, are doing  
18 excellent work in this country.

19 THE CHAIRMAN: Could we see a copy of  
20 Vie des Arts, please?

21 MR. COMFORT: Yes; these (indicating)  
22 are the current issues of both these magazines.

23 THE CHAIRMAN: Do you feel that these  
24 magazines are doing a good work for the promotional  
25 understanding and appreciation of art in Canada?

26 MR. COMFORT: I do -- indeed, I do.

27 THE CHAIRMAN: I am sure you feel that  
28 \$8,000.00 -- do each of them get \$8,000.00?

29 MR. COMFORT: This I am not clear about,  
30





1  
2 but I feel -- Vie des Arts has as wide a circulation  
3 outside of Quebec as Canadian Art, and in both cases  
4 I feel that they, in their editorial policies and  
5 in the articles they produce, are really promoting  
6 the arts.

7 You will notice that there is an element of  
8 connoisseurship manifest in Vie des Arts which is  
9 not entirely true with Canadian Art which probably  
10 follows a slightly more popular line; but both fill  
11 a role in this country -- a very important role.

12 THE CHAIRMAN: Do these publications go  
13 to our universities and high schools? Do high  
14 school children....

15 MR. COMFORT: I would suggest that they  
16 do go to universities; whether they go to high  
17 schools, I am not quite clear. I haven't seen an  
18 analysis of that. But I would say if the high  
19 school has a library they would get them.

20 THE CHAIRMAN: What about these foreign  
21 publications such as The Burlington Magazine,  
22 The Arts Bulletin and the Gazette des Beaux-Arts?

23 MR. COMFORT: They are magazines, of  
24 course, which have been published for a very  
25 long time. The Burlington Magazine in the  
26 English language is regarded as probably one of  
27 the outstanding publications.

28 THE CHAIRMAN: Where is it published?

29 MR. COMFORT: In London, England.  
30







1  
2 THE CHAIRMAN: It is an English magazine?

3 MR. COMFORT: Yes, it is published in  
4 England. The editor is Benedict Nicholson. They  
5 are devoted entirely to research and to connoisseurship  
6 at a very high level. That is, it isn't a popular  
7 magazine in that sense. For this reason we feel  
8 it requires protection for it to be included among  
9 other magazines, because we certainly feel that it  
10 makes a contribution.

11 THE CHAIRMAN: Do you know whether the  
12 State in the United Kingdom does anything for these  
13 magazines?

14 MR. COMFORT: That is possible. The  
15 British Council may do something for them; but I  
16 am not acquainted with those facts.

17 Certainly the standard has never been  
18 lowered. The reproductions are beautiful. They  
19 engage scholars of the highest integrity; and I  
20 feel that their articles are valuable to us and  
21 all who are interested in the promotion of art  
22 of a level, I would say, at academic dissidence.

23 THE CHAIRMAN: You would hold that these  
24 magazines should be included in any that come into  
25 Canada?

26 MR. COMFORT: I would say so; and there  
27 are many others; there is the Bulletina from Italy,  
28 and you have the Gazette des Beaux Arts; there is  
29 the Oud Holland which is produced in Utrecht. There  
30





1  
2 are a great many other magazines which come from  
3 other lands, which we have not dealt with, and I  
4 would say that they are of a level of scholarship  
5 that they are most valuable, and that these  
6 magazines be protected.

7 THE CHAIRMAN: Going on with your  
8 paragraph you say you come down "...to newspapers  
9 and popular foreign magazines such as Time and  
10 Life..." I notice Time gives some space to art.  
11 It gives considerable space?

12 MR. COMFORT: Yes.

13 THE CHAIRMAN: Is that good or bad?

14 MR. COMFORT: It is very good. I am not  
15 too familiar with other aspects of Time, but I  
16 do make a habit of reading their weekly criticisms.  
17 They are never identified with an individual, but  
18 I imagine several people are called upon to write.  
19 But when they do write them I read them and I think  
20 it has great significance. It is always well  
21 done and I very seldom find myself in disagreement  
22 with what they propose or suggest.

23 THE CHAIRMAN: And Life -- I didn't  
24 note that Life dealt much with art. Isn't it  
25 mainly photography?

26 MR. COMFORT: Well, no; Life does  
27 include art. I have seen it myself. There is  
28 a special article on art and when it does appear  
29 you can see that the amount of research and  
30





1  
2 scholarship that has gone into it is usually  
3 admirable. It is, of course, reduced to popular  
4 terminology, but even so I still regard it as  
5 important. When these do occur they are important  
6 in that they reach a greater number of people than  
7 would be the case with other magazines I have  
8 mentioned.

9 THE CHAIRMAN: I notice you mention  
10 The Listeners here. Do they give attention to art?

11 MR. COMFORT: Yes, they do. For instance,  
12 the Reith lectures are being reproduced in The  
13 Listener at the present time; and there are  
14 criticisms of current exhibitions in London and in  
15 Paris.

16 I would say, again, that important  
17 critics of the highest integrity in Britain do this.  
18 I think The Listener does an extraordinarily good  
19 job.

20 THE CHAIRMAN: You get it at the Gallery,  
21 do you?

22 MR. COMFORT: Yes, it is subscribed;  
23 it is there.

24 THE CHAIRMAN: What about The New  
25 Yorker. I notice you list the New Yorker as a  
26 magazine that does something.

27 MR. COMFORT: Yes. As well as their  
28 weekly art. comment, which invariably is good,  
29 they have done several profiles, and they have  
30

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ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Comfort)

- 13 -

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2 summarized books on art in a very important way,  
3 making them available to people who pick up the  
4 New Yorker for other reasons. It is written in a  
5 style which is so familiar to all New Yorkers, but,  
6 at the same time, it does communicate information  
7 of real value.  
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Comfort

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3 THE CHAIRMAN: Do you happen to see Mary  
4 McGrath's articles?

5 MR. COMFORT: Yes, I read them and like  
6 them very much.

7 THE CHAIRMAN: In your final paragraph  
8 you say you would hope we would investigate all  
9 possible ways of encouraging such Canadian  
10 publication to Canadians. Can you think of any  
11 ways in which we might do it?

12 MR. COMFORT: May I say I am not too  
13 familiar with the economics of the production of  
14 a magazine which I am sure you, yourself and  
15 others who are here are. When I make this  
16 submission it seems to me that I leave it to the  
17 Commission to know what the ways are. I would  
18 say that offhand I do not know what postal  
19 privileges they receive or what tax considerations  
20 they have but only in those two areas would I  
21 have any familiarity at all with all bearings on  
22 publication.

23 THE CHAIRMAN: In your final paragraph  
24 you say you hope the Commission will bear in mind  
25 that the restricting in any way of the import into  
26 Canada of foreign publication dealing conscientiously  
27 in whole or in part with the subject of  
28 art in its broadest sense would have nothing but  
29 the most harmful effect upon the study and the  
30





Comfort

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1  
2 appreciation of the arts in this country. I think  
3 I can say on behalf of my fellow commissioners  
4 that whatever folly we commit that will not be it.  
5 Thank you very much.

6 COMMISSIONER JOHNSON: I have just one  
7 question, Dr. Comfort. You mention giving coloured  
8 plates to some of these magazines; these are  
9 engravings that they can use in their printing.

10 MR. COMFORT: Yes. If they contemplate  
11 an article which would involve a colour engraving  
12 and they might find this is beyond the means of  
13 their present economy we have from time to time  
14 assisted them by providing colour plates.

15 COMMISSIONER JOHNSTON: That is a  
16 substantial assistance.

17 MR. COMFORT: It is indeed.

18 COMMISSIONER JOHNSON: Would you make  
19 a guess as to what it would run to in dollars?

20 MR. COMFORT: I am afraid I would rather  
21 not risk that because I am not too familiar at this  
22 moment with what that might amount to but it may  
23 be hundreds of dollars.

24 COMMISSIONER JOHNSON: I tried to buy  
25 a Christmas card in colour at one time and gave it  
26 up.

27 COMMISSIONER BEAUBIEN: Perhaps this is  
28 not a question but more of a comment. I do not  
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2  
3 know about Canadian art but La Vie Des Arts, I  
4 think one weakness in the setup is that it is  
5 given relatively little promotion. It is a  
6 beautiful thing but I have never been approached  
7 about it. If you had a card now I would sign it  
8 right away. I think through that angle the  
9 circulation could be doubled or tripled.

10 MR. COMFORT: Well, as you know, promotion  
11 itself costs money and I would think possibly they  
12 found their budget could be duly expended in the  
13 production without the increased.. cost of  
14 promotion.

15 I notice in that number a card promoting  
16 the subscriber to give it as a Christmas gift but  
17 as far as engaging a publicist to really deal with  
18 the broadest problem of promotion, perhaps they  
19 found it difficult. I have asked the same  
20 question of Mr. Simard and he has studiedly  
21 avoided any comprehensive answer at all; I think  
22 they feel the magazine has taken hold already.  
23 When I see Mr. Simard next I shall certainly say  
24 that you have made this observation and I am sure  
25 they will act upon it.

26 COMMISSIONER BEAUBIEN: It is Jacques  
27 Simard the town planner?

28 MR. COMFORT: Yes.

29 COMMISSIONER BEAUBIEN: I know him  
30 very well. This card in the magazine is offering





ANGUS, STONEHOUSE & CO. LTD.  
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Comfort

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1  
2 something to somebody who already receives the  
3 magazine.

4 THE CHAIRMAN: Perhaps someone will send  
5 you a Chnistmas present. It is a beautiful  
6 magazine and I did not even know it existed. Thank  
7 you very much for coming.  
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SUBMISSION OF THE CANADIAN ASSOCIATION OF CONSUMERS:

Appearance: Dr. Pauline Jewett.

1. Indications that periodical publications in Canada are experiencing difficulties owing to the competition of Canadian editions of American Association of Consumers, since we consider that these publications are essential to our Canadian understanding of the many national and international problems that affect us. Throughout her history Canada has been subject to a strong north-south pull, both economically and culturally and this pull has probably never been stronger than at the present time. Resistance to this pull has been strengthened economically by our westward expansion and by our transcontinental transportation developments. Culturally much of our eastwest strength depends on the periodical press since daily newspapers, owing to the vastness of our country, circulate for the most part in limited areas. Only the periodical press offers a nation-wide medium for the discussion of ideas, events, and developments, national and international, of interest to Canadians from coast to coast.

2. As a consumer organization we are particularly concerned with the future of these







1 publications as a medium for discussion of  
2 Canadian consumer problems. One of the objectives  
3 of our Association is to help Canadians to become  
4 well-informed consumers. We have found that  
5 articles on national problems and developments  
6 affecting consumers, by Canadian writers, in most  
7 Canadian consumer magazines have been of great  
8 importance in stimulating the interest of their  
9 readers in matters of this nature. Consumers today  
10 are not merely interested in recipes, home  
11 decorating and such topics, though articles on  
12 these subjects are welcome and enjoyed. But  
13 consumers, both men and women, want more than this.  
14 They want to know about the changes in our economy  
15 and the effect on them as consumers. A few of  
16 the subjects which have been discussed recently  
17 in some of these magazines are Food Additives,  
18 Consumer Credit, Strontium - 90, Design of  
19 Consumer Products, Merchandising Methods and Planned  
20 Obsolescence. These have been articles to  
21 which Canadian writers have given a great deal of  
22 thought, and even when we have disagreed with  
23 their arguments we have welcomed the interest  
24 their articles have stimulated among consumers  
25 right across Canada. Without our periodicals press,  
26 discussion of Canadian problems by Canadian writers  
27 would be limited to publications whose circulation  
28 is very small and is often restricted to members  
29  
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2  
3 of organizations responsible for their publication.

4 3. We also consider Canadian magazines  
5 important as an outlet for Canadian writing about  
6 social, political and economic matters of particular  
7 concern to Canadians. Only a small part of our  
8 daily press can be given to articles of this nature.  
9 While the quality of many articles in Canadian  
10 magazines is not, at present, of a uniformly high  
11 standard, we see little evidence that American  
12 publishers of Canadian editions of their magazines  
13 are prepared to allot any large proportion of their  
14 space to such articles. Furthermore, there is a  
15 real need for articles giving an interpretation of  
16 world events by writers fully aware of Canadian  
17 policies and attitudes.

18 4. Publishers of Canadian editions of  
19 American magazines fail to provide articles of the  
20 type and quality specified in paragraphs 2 and 3,  
21 in spite of the fact that they enjoy substantial  
22 economic advantages we understand over their  
23 Canadian counterparts.

24 We, therefore recommend:

25 (1) that the economic advantages enjoyed  
26 by foreign publishers of Canadian  
27 editions should be removed. In our  
28 opinion the best way of doing this is  
29 not by subsidizing the Canadian  
30





1  
2 industry, but rather by a policy of  
3 taxation, on the Canadian editions of  
4 foreign magazines.

5 (2) that a tax should be levied either  
6 on material published in other countries  
7 which is used in Canadian editions of  
8 foreign magazines, or on the gross  
9 revenues of Canadian editions of foreign  
10 magazines.

11 (3) that special consideration be given  
12 to the financial problems of the small  
13 magazines that offer controversial  
14 discussion of economic, political and  
15 social problems. The existence of such  
16 magazines is essential to our  
17 intellectual and cultural development.  
18 Here we would approve the granting of a  
19 direct subsidy through an organization  
20 similar to the Canada Council or through  
21 the Canada Council itself.

22 We do not support in any way suggestions  
23 which would limit freedom of the press or the  
24 entry of foreign magazines into Canada.

25 COMMISSIONER JOHNSTON: Dr. Jewett, you  
26 do not mind answering a few questions?

27 MISS JEWETT: Not at all.

28 COMMISSIONER JOHNSTON: I notice you are  
29 not down here as holding a position, an official  
30







Jewett

22

position in the Association of Consumers.

MISS JEWETT: I am a member of the General Executive of the Association but I do not hold office.

COMMISSIONER JOHNSTON: Now, how did you go about producing this brief?

MISS JEWETT: We had a meeting at which we discussed what we would like to say, a meeting of the General Executives including all the officers, at which we discussed what all of us -- I suppose we were about 20 at the meeting -- and also consulted the provincial branches individually as to what they would like to say.

COMMISSIONER JOHNSTON: How many members are there in the Association of Consumers?

MISS JEWETT: 28,000.

COMMISSIONER JOHNSTON: Women only?

MISS JEWETT: At the moment, yes. There are 17 participating organizations that we have a liaison with.

COMMISSIONER JOHNSTON: How many women consumers would there be in Canada, say, over the age of 16?

MISS JEWETT: I have not the population census with me so I suppose I can only guess.

COMMISSIONER JOHNSTON: Several million?

MISS JEWETT: Yes, I suppose it would be.





Jewett

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3 COMMISSIONER JOHNSTON: At least several  
4 million. Now, of your provincial branches how many  
5 people would actually have seen this brief before  
6 you presented it here?

7 MISS JEWETT: Well, as in any organization,  
8 Mr. Johnston, the representatives of the organization  
9 act on behalf of their membership. They cannot refer  
10 it back to the membership and in this case each  
11 of the provincial executives consulted as widely  
12 as they could but there was no, and one could not  
13 expect there would be, any time to have a referendum  
14 on the brief.

15 COMMISSIONER JOHNSTON: I go along about  
16 90% with what is in your brief but I do question  
17 quite seriously the advisability on your part of  
18 saying you represent 28,000 members when, at the  
19 most, it would be just a few hundred who would  
20 know anything about this brief.

21 MISS JEWETT: Well, again, I submit  
22 that is a problem one has in a representative  
23 system.

24 COMMISSIONER JOHNSTON: If you had said,  
25 "We are only presenting this as the view of the  
26 executive but if consulted as many provincial  
27 executives as it was possible to consult" would  
28 not that be the right way to do it?

29 MISS JEWETT: Well, if I again might say  
30 my understanding of the representative system

## THEORY OF THE EARTH

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Jewett

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3 is that it is assumed that one is speaking on  
4 behalf of one's constituents.. If they do not like  
5 what one is saying they can tell you at the first  
6 opportunity. You would assume this and we would  
7 assume this too.

8 COMMISSIONER **JOHNSTON**: Did you get any  
9 dissenting vote or was this unanimous?

10 MISS JEWETT: There was no dissenting  
11 vote.

12 COMMISSIONER **JOHNSTON**: You see, we have  
13 had other people representing themselves as  
14 speaking for a large number and all I can think  
15 of in that connection is **Tooley** Street.

16 MISS JEWETT: I beg your pardon?

17 COMMISSIONER **JOHNSTON**: "We the People  
18 of England" -- someone petitioning the court  
19 started the petition with "We the people of  
20 England" and it turned out that there were either  
21 three or seven tailors in one street in London.  
22 These men started a petition to the Crown by  
23 saying "We the People of England". What I am  
24 trying to say with all respect and deference is  
25 that I do not think that the Canadian Association  
26 of Consumers speaks for all consumers or even a  
27 substantial proportion of them. The only part  
28 of your brief that I quarrel with really is the  
29 possibility of getting some money from the Canada  
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3 Council. If the Canada Council accedes to all the  
4 requests this Commission has heard they would be  
5 broke, they would have to dip into their capital  
6 to a large amount. Thank you very much.

7 COMMISSIONER BEAUBIEN: Suppose we take  
8 for granted that you represent the greatest number  
9 of women consumers, and we all realize there is  
10 a problem here, to what extent do you think your  
11 consumers would go to protect the periodical  
12 industry here in Canada? In other words, would they  
13 be willing to pay 25¢ for the Saturday Evening Post  
14 and 50¢ for Time Magazine? It is all right to  
15 express a wish and to express concern but if  
16 something has to be done some sacrifices will have  
17 to be made. Now, to what extent are the Canadian  
18 consumers behind the making of sufficient sacrifices  
19 to provide the proper climate?

20 MISS JEWETT: Well, all of us feel on  
21 the executive and those of us that had an  
22 opportunity to talk to others that they would argue  
23 the same. We did not want to make any proposals  
24 that would raise the price of the Saturday Evening  
25 Post or any other American publication now entering  
26 Canada as an American publication. Our only  
27 concern was with the Canadian editions of American  
28 publications and most of us would be quite as happy  
29 reading the American Time and having it come across  
30 the border as it used to do, straight American, at





1  
2  
3 the price at which it is sold in the United States.  
4 Perhaps there is some tax in this, a nickle more  
5 or something of that nature. There was no question  
6 of our paying 40¢, 50¢ or 60¢ for any American  
7 publication. It was the Canadian editions we were  
8 concerned about. I trust and hope we are  
9 representing the views of the others as we  
10 seem to have done in the past. We did feel that  
11 we should be approached to pay more for the editions  
12 that we feel are more enjoyable than those at  
13 the moment which are Canadian editions of the  
14 American publications. There is this distinction.  
15 We are not suggesting for a moment that we pay  
16 50¢ for the New Yorker, at least, I hope not.

17 THE CHAIRMAN: Are you an economist?

18 MISS JEWETT: I am a political scientist  
19 and I teach at Carleton.

20 THE CHAIRMAN: You certainly have a  
21 very well organized mind and thank you very much  
22 for coming.

23 COMMISSIONER ~~JOHNSTON~~: I wonder if we  
24 could not get on the record some of the history  
25 of this Canadian Association of Consumers.

26 THE CHAIRMAN: I am sure we have the  
27 lady before us who can give to you.

28 COMMISSIONER ~~JOHNSTON~~: How did it get  
29 started?  
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2 MISS JEWETT: Actually this is a rather  
3 interesting piece of history. You will recall during  
4 the war the War Time Prices and Trade Board began  
5 a consumer branch under Byrne Hope Saunders which  
6 was one of the parts of the board that sold the  
7 price ceilings to the Canadian public. In the course  
8 of doing this Miss Saunders organized branches of  
9 women all over Canada initially to persuade the  
10 Canadian consumers that the regulations that the  
11 board were putting through were necessary. She  
12 persuaded the consumers they should have a part in  
13 this regulation to be able to criticize and have a  
14 two-way flow, it was not just government propaganda.  
15 The consumers were organized, she helped them to  
16 set it up and they kept up the two-way flow throughout  
17 the war. The women got organized and discussed  
18 the problems among themselves, governmental problems  
19 and policies that affected them. I think it was  
20 this that encouraged a few leading women -- about  
21 fifty national women's organizations gathered in  
22 1947 and decided they would have an official body  
23 called the Canadian Association of Consumers. As  
24 I said a minute ago, to this point it has been a  
25 woman's organization.

26 COMMISSIONER JOHNSTON: Well, everything  
27 takes money, how did you get started?

28 MISS HEWETT: I suppose there was a small  
29 fee - - they had a \$12,000 capital fund.  
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3 COMMISSIONER **JOHNSTON**: Where did that  
4 arise?

5 MISS JEWETT: War Time Prices had  
6 \$12,000 left over. I do not understand that but  
7 apparently it is so.

8 COMMISSIONER **JOHNSTON**: As a political  
9 scientist you would approve of taking money out  
10 of one pocket of the government and handing it  
11 out to what is essentially a private organization?

12 MISS JEWETT: I am sorry, I do not have  
13 the details of this but it sounds fascinating.  
14 They set a fee of 50¢ -- you see, we are not  
15 terribly wealthy -- and now it is \$1.00.

16 COMMISSIONER **JOHNSTON**: Do you get any  
17 grants from the government?

18 MISS JEWETT: We get an annual grant,  
19 yes.  
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THE UNIVERSITY OF CHICAGO

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1 THE CHAIRMAN: How much do you get?

2 MISS JEWETT: It is ten thousand now.

3 I suppose this is because some of the services  
4 the association does perform in a minor field --  
5 in testing, for example -- are pretty valuable  
6 services.

7 COMMISSIONER JOHNSTON: Do you stay out  
8 of the political field?

9 MISS JEWETT: Do you mean does the  
10 association?

11 COMMISSIONER JOHNSTON: Yes.

12 MISS JEWETT: In partisan politics, yes.

13 COMMISSIONER JOHNSTON: Do you remember  
14 a brief submitted by your association on non-  
15 resale price maintenance?

16 MISS JEWETT: Yes. I am afraid I wasn't  
17 on the executive at that time.

18 COMMISSIONER JOHNSTON: Would you say  
19 that was a non-partisan brief?

20 MISS JEWETT: I think so, yes.

21 COMMISSIONER JOHNSTON: Why?

22 MISS JEWETT: Well, it seems to me  
23 that once positions are taken on a thing it  
24 becomes difficult to differentiate one's own  
25 position from the political position taken.  
26 But it is still possible to do this; it doesn't  
27 necessarily mean that it is politically oriented.

28 COMMISSIONER JOHNSTON: It was a highly  
29  
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1  
2 controversial matter in parliament before the  
3 association brief appeared. However, you were  
4 not on the executive?

5 MISS JEWETT: No. However, so were  
6 some of these matters highly controversial in  
7 parliament too. It seems to me some of the  
8 problems you have been hearing were also matters  
9 controversially discussed in parliament a few years  
10 ago. My feeling was -- and this is entirely  
11 gratuitous -- that it was not sufficiently  
12 discussed. I got the feeling the public really  
13 didn't know what the problem was. Perhaps the  
14 great value of the Royal Commission is that it is  
15 a form of education. At that time when the tax  
16 was put on it was neither adequately explained or  
17 defended by the government. Parliament let us  
18 down as being a forum for discussion. In any event,  
19 I was just suggesting this problem itself could be  
20 called a political problem but not in a narrowly  
21 partisan way. There are people in both  
22 parties who take diametrically opposed views.

23 COMMISSIONER JOHNSTON: I thought the  
24 two main parties in the House were very definitely  
25 one on each side. However, that is a matter of  
26 history, and it only rankles with me slightly.

27 MISS JEWETT: May I say one more  
28 thing on my own behalf as well as on behalf of the  
29 Canadian Association of Consumers?  
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1  
2 THE CHAIRMAN: Certainly.

3 MISS JEWETT: I must say the executive  
4 felt as strongly about the problem of magazines  
5 of a political, economic and social nature as they  
6 did about the purely consumer magazines. I think  
7 it is fair to say they felt as strongly about those  
8 as about the consumer magazines. I think Dr.  
9 Bissell was right when he suggested there are a  
10 number of people in the universities who are  
11 academically inclined and are not very good  
12 journalists but are reasonably good at writing a  
13 lengthier piece on, say, the social system, and we  
14 have a genuine problem of getting a market for  
15 those wares. I think that is one of the  
16 biggest problems for the intelligent Canadian today.  
17 Oddly enough, the Globe and Mail is becoming a  
18 market now because they will publish a long letter.

19 THE CHAIRMAN: It is very easy to get  
20 long letters, I find.

21 MISS JEWETT: Yes, but they sometimes  
22 have to be a bit longer in order to fully push  
23 your theme. I was very pleased to see the  
24 Association was behind this suggestion -- not  
25 just the art magazine or the literary.

26 THE CHAIRMAN: Do you know the magazine  
27 called Woman's World circulated by the supermarkets?

28 MISS JEWETT: I have seen it, yes.

29 THE CHAIRMAN: You could not say whether  
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2 it is helpful to the consumer or not?

3 MISS JEWETT: I don't know. I haven't  
4 heard it discussed very often.

5 THE CHAIRMAN: Thank you very much indeed  
6 for coming.

7 COMMISSIONER JOHNSTON: It is a great  
8 pleasure to meet you.  
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SUBMISSION OF ROYAL CANADIAN GEOGRAPHICAL  
SOCIETY

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APPEARANCES:

Major General Hugh A. Young, President  
Major General W.J. McGill

MR. YOUNG: Mr. Chairman, and members of the Royal Commission on Publications, I wish to thank you for accepting a brief from our society and for giving us time for a hearing today. I will not attempt to repeat what is in the brief, because you have had it in your possession. I would like to say what the fundamental problem that has confronted the Royal Canadian Geographical Society has been since it started to publish the Canadian Geographic Journal in 1930, and that is, lack of capital to risk on expansion.

This difficulty, of course, is shared by all non profit organizations, and it is not easy to suggest a remedy that will be generally acceptable and effective. The result of this financial stringency has been that the Journal has had to find its capital from donations by supporters and has never been able to build a surplus which would provide for its own growth. Our need is to arrive at a level of membership in the Royal Canadian Geographical Society and consequently readership of the Canadian Geographical Journal that







1  
2 will enable the Journal not only to survive but  
3 instead to grow in circulation and in attractiveness,  
4 particularly by the use of colour. We hope to  
5 expand our activities, ~~resurrect~~ the scholarships  
6 which we at one time were able to give on geographical  
7 education.

8           The percentage revenue from various  
9 sources as stated in the brief submitted to you is  
10 ~~approximate~~ only and represents an average through  
11 several years. While our figures for 1960 are not  
12 yet final it now appears that subscription revenue  
13 during the year represented approximately half of  
14 the total revenue, advertising approximately one-  
15 quarter, and reprint income ~~approximately~~ one-  
16 quarter. Since reprint income is down for the  
17 current year we will have a small deficit in our  
18 1960 operations. However, this deficit will  
19 be less than we have suffered during the preceding  
20 years largely due to improved administration  
21 procedures and to a grant we received from the  
22 Canada Council, this grant covering a period of  
23 three years: \$15,000.00 for the first year,  
24 \$10,000.00 for the second year, and \$5,000.00  
25 for the third year. The purpose of the grant  
26 and our representation to the Council was based  
27 on two-fold representation. One, to enable  
28 us to improve the quality and the attractiveness  
29 of the Journal, particularly by the use of colour.  
30

THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

PHYSICS 354

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2 Secondly, to finance a membership campaign with a  
3 view to bringing our membership up to the point  
4 where publishing operations would be self  
5 sustaining. The application of this fund in the  
6 way I have mentioned has produced an immediate  
7 improvement, but it is too soon as yet to state  
8 whether or not our operations during the second and  
9 third years of the grant, which is on a diminishing  
10 scale, as I have said, will enable the growth to be  
11 made quickly enough to be effective from the long term  
12 point of view of the society.

13 Circulation of the Journal is now 11,500.  
14 We estimate that we require a minimum circulation  
15 of some 20,000 to achieve a buoyant position. By  
16 that I mean a position where we can be confident  
17 of financing our growth in both quality and in  
18 circulation and in other activities.

19 We do not believe that our difficulties  
20 are caused by direct competition with other  
21 publications, although the demand for the Canadian  
22 Geographical Journal would undoubtedly be much  
23 greater if the National Geographic magazine did  
24 not exist. The two publications are to some  
25 extent complimentary. The National Geographic  
26 covers the whole world and does it extra-  
27 ordinary well with a most attractive layout and  
28 first class illustrations. They are well  
29 fixed financially, of course, and they are able to  
30





1 do that sort of thing. The Canadian Geographical  
2 Journal is concerned mainly with Canada, although  
3 we do publish one foreign article in each issue.  
4 In doing so we attempt to cover places that are  
5 of particular interest to Canadians because of  
6 commitments assumed by Canada for the United Nations  
7 or under the Colombo Plan, and because of the  
8 interest Canadians have in newly emerging democracies.  
9 That we cannot afford the colour of the National  
10 Geographic is regrettable, but it seems to me  
11 doubtful if the Canadian population is great enough  
12 to support a magazine of that size and quality and  
13 content, particularly at a price that Canadians would  
14 be prepared to pay.

15  
16 We believe very strongly that there is a  
17 need for a magazine such as the Canadian Geographic  
18 Journal and we believe it can be placed on a sound  
19 footing if we can overcome our present financial  
20 difficulties. It is quite possible, however, that  
21 we may have to seek further support from the Canada  
22 Council, although we are making every effort to be  
23 more sustaining on our own. The start that was  
24 made last year -- in 1960 -- has been encouraging,  
25 but it is much too early to say that we are in a  
26 position to expand. We have tried to concentrate  
27 on the professions: doctors, dentists, engineers,  
28 architects, etc., and while this response is  
29 reasonably good we just can't say at this time how  
30







1  
2 successful it will be. If we could have our Journal  
3 placed in all semi-public places -- professional  
4 offices -- it would be a big help, but our problem  
5 has been of finding funds to finance and to interest  
6 the people of Canada, and while we think we have a  
7 good magazine and we have tried to maintain a high  
8 quality we have been told at times that if we were  
9 to make it more of a popular magazine we would have  
10 better sales, but we are reluctant to do that. On  
11 the other hand, representation has been made to us  
12 it should be more technical. Mr. Chairman, we  
13 have tried to keep a balance between the two and  
14 to maintain a high flow. We feel that Canadians  
15 should be interested in this. It is the only one  
16 magazine of its sort and kind and we hope to improve  
17 in the future. We are dedicated to it with  
18 optimism.

19 THE CHAIRMAN: General Young, what is  
20 the total circulation of the National Geographic?

21 MR. YOUNG: It is two and a half million.

22 THE CHAIRMAN: In the United States.

23 So that, in proportion the circulation in Canada  
24 of your publication is very low?

25 MR. YOUNG: Yes.

26 THE CHAIRMAN: Haven't you tried to  
27 keep it mainly of the character of the National  
28 Geographic -- not too technical and not too  
29 popular?  
30

THE UNIVERSITY OF CHICAGO  
DIVISION OF THE PHYSICAL SCIENCES  
DEPARTMENT OF CHEMISTRY

REPORT OF THE COMMITTEE ON THE PROGRESS OF CHEMISTRY

FOR THE YEAR 1954

PRESENTED TO THE BOARD OF THE DIVISION OF THE PHYSICAL SCIENCES

AT THE ANNUAL MEETING OF THE DIVISION OF THE PHYSICAL SCIENCES

AT THE UNIVERSITY OF CHICAGO, CHICAGO, ILLINOIS

DECEMBER 15-16, 1954

BY THE COMMITTEE ON THE PROGRESS OF CHEMISTRY

CHICAGO, ILLINOIS

1955

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CHICAGO, ILLINOIS



1  
2 MR. YOUNG: It is, I think, of that  
3 character. They have capital; their funding is  
4 so great they can organize expeditions.

5 THE CHAIRMAN: I know, but how did they get  
6 that way? Grosvenor didn't have that kind of  
7 money, did he?

8 MR. YOUNG: There were some endowments;  
9 I am not sure to what extent.

10 THE CHAIRMAN: I happen to know these  
11 people, and I don't think they had any great wealth  
12 of their own.

13 MR. YOUNG: Not in that family, no.

14 THE CHAIRMAN: How much promotion do you  
15 do? Ten thousand circulation for a character of  
16 your magazine seems to me dismally small in Canada.

17 MR. YOUNG: Perhaps General Megill could  
18 expand on that.

19 THE CHAIRMAN: Well, I would like to know  
20 the nature of promotion and how you run the magazine.  
21 Is there any tendency because you get the grants  
22 from Canada Countil to depend on this perhaps, or  
23 do you have a business manager and circulation  
24 manager going out getting subscriptions?

25 MR. YOUNG: It is done by correspondence.  
26 The staff of the Journal is very small. We do  
27 our advertising by sending out copies of the  
28 Journal with a story by mail.

29 THE CHAIRMAN: Do you deal with advertising  
30

Mr. [Name] [Address]

[City, State, Zip]

[Phone Number]

[Date]

[Subject]

Dear Mr. [Name]:

I am writing to you regarding [Topic]

[Detailed description of the situation]

[Further details and context]

[Closing remarks]

Sincerely,

[Signature]

[Name and Title]

[Company Name]

[Address]

[City, State, Zip]

[Phone Number]

[Date]

[Subject]

[Detailed description of the situation]

[Further details and context]

[Closing remarks]

Sincerely,

[Signature]

[Name and Title]

[Company Name]

[Address]



1  
2 agents at all?

3 MR. YOUNG: Yes, we have dealt with them,  
4 but only in a minor way. We investigated the use  
5 of an advertising agency and they wanted \$20,000.00  
6 to take on a program, which would have been helpful,  
7 but that of course was simply beyond our means.

8 THE CHAIRMAN: They wanted \$20,000.00  
9 in advance?

10 MR. YOUNG: Yes -- well, partly:  
11 \$5,000.00 in advance, and payable as the scheme  
12 went on, but with no guarantee they would produce,  
13 I think it was, some 4,000 subscribers.

14 THE CHAIRMAN: You have offices on  
15 Sparks Street: who goes there? Who is in the  
16 office day after day?

17 MR. YOUNG: General Megill.

18 THE CHAIRMAN: Well, could I ask you that,  
19 sir: what is your day to day operation or week to  
20 week and month to month, in getting out the  
21 magazine?

22 MR. MEGILL: In fact, I have six girls.  
23 I am essentially all the various people you have  
24 mentioned.

25 THE CHAIRMAN: The business manager  
26 and the circulation manager?

27 MR. MEGILL: The business manager and  
28 the circulation manager, yes, and the editor,  
29 and it would be an impossible position if I were  
30







1  
2 not supported by an editorial committee of very high  
3 quality and which does take to a large extent the  
4 editorial load off my shoulders, almost completely.

5 THE CHAIRMAN: What I am getting at, sir,  
6 is, no matter how distinguished or good your  
7 editorial committee, unless somebody goes out and  
8 sells the magazine you are simply not going to sell  
9 it. You have no one in that field at all -- no  
10 agents?

11 MR. MEGILL: We have no agents, no.

12 THE CHAIRMAN: How do you deal with the  
13 distributing agencies, with the newsstands?

14 MR. MEGILL: We deal with them entirely  
15 by mail. We are not a great newsstand magazine  
16 and never have been, and it is rather interesting  
17 that neither has the National Geographic. Out of  
18 their total circulation of some  $2\frac{1}{2}$  million I think  
19 it is 10,000 that is their figure for newsstand  
20 sale. We may be wrong in not pressing newsstand  
21 sale more than we do, but in the past it has not  
22 been very fruitful.

23 THE CHAIRMAN: What is your mail  
24 subscription circulation, roughly?

25 MR. MEGILL: Our mail subscription  
26 circulation at the present time is just about  
27 11,000.

28 THE CHAIRMAN: In all parts of Canada?

29 MR. MEGILL: In all parts of Canada.  
30





1  
2 There are a few in the States.

3 THE CHAIRMAN: Do you do anything about  
4 French Canada -- about Quebec?

5 MR. MEGILL: We have some in Quebec.

6 THE CHAIRMAN: You don't publish any  
7 French articles?

8 MR. MEGILL: We don't publish any articles  
9 just in French, but where we feel we have an article  
10 that is particularly attractive to the Province  
11 of Quebec we publish it ~~bilingually~~ with the French  
12 and English appearing side by side, and that we  
13 have done -- I will have to count them off in my  
14 mind -- but it is five or six that way during this  
15 past year that we felt would be particularly  
16 attractive.

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23 -

24  
25  
26  
27 -





1  
2 THE CHAIRMAN: You don't pay for your  
3 articles, mainly? You get contributions?

4 MR. MEGILL: We pay for them.

5 THE CHAIRMAN: You pay for them?

6 MR. MEGILL: Yes, we pay for them.

7 THE CHAIRMAN: Your rates would not be  
8 high?

9 MR. MEGILL: Our rates are not high. We  
10 pay something between three and five cents a word.

11 THE CHAIRMAN: And these articles are  
12 not too technical? These are of general interest,  
13 aren't they?

14 MR. MEGILL: They are of general interest;  
15 they are covering subjects that are technical in  
16 many cases, but done in a popular way; but not in a  
17 promotional way, or anything of that type. In  
18 other words, it is a simple story simply told --  
19 is the way we like to put it.

20 THE CHAIRMAN: You get some distinguished  
21 names to write for you, don't you?

22 MR. MEGILL: We do from time to time.

23 What we try to do in many cases is to  
24 obtain from someone who has been doing some  
25 particular piece of research -- or something like  
26 that -- after he has completed his official  
27 report which, of course, will be entirely  
28 technical, we try to get from him an account...

29 THE CHAIRMAN: A simplification?  
30

... ..

100

[illegible]

THE UNIVERSITY OF CHICAGO





1  
2 MR. MEGILL: We get it from him in simple  
3 language that we can put in the Journal.

4 THE CHAIRMAN: Do you mean to tell me you  
5 have only six people helping you on a task of this  
6 kind?

7 MR. MEGILL: Yes, that is right.

8 THE CHAIRMAN: Your overhead expenses are  
9 very light, then?

10 MR. MEGILL: Yes; but, then, so is the  
11 capital position of the Journal; that is, what is  
12 available to work with.

13 THE CHAIRMAN: What would your advertising  
14 revenue be last year, for example, do you know?

15 MR. MEGILL: It was approximately \$27,000.00.

16 THE CHAIRMAN: And what would be your  
17 subscription and new sales?

18 MR. MEGILL: We haven't got the final  
19 figures, but it will be approximately \$60,000.00.

20 THE CHAIRMAN: You would pay quite a bit  
21 for your cuts and plates?

22 MR. MEGILL: Yes.

23 THE CHAIRMAN: Do you print in colour?

24 MR. MEGILL: We print a colour cover and  
25 we put in a colour frontispiece. That has only  
26 been made possible by the grant from the Canada  
27 Council and also by help we have had from various  
28 other people, having plates loaned to us. We  
29 have used during the past year probably four plates  
30

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF THE HISTORY OF ARTS

AND ARCHITECTURE

OFFICE OF THE DEAN OF THE FACULTY OF ARCHITECTURE

CHICAGO, ILLINOIS

OFFICE OF THE DEAN OF THE FACULTY OF ARCHITECTURE

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1  
2 that we have paid for ourselves to six plates that  
3 have been borrowed.

4 THE CHAIRMAN: You have no good  
5 angel who comes along with help for you?

6 MR. MEGILL: Unfortunately, no.

7 THE CHAIRMAN: Well, I must say, from my  
8 little experience with publishing, I would judge  
9 that you are not going to get circulation unless you  
10 go out and get it. The Canada Council may give  
11 these grants -- and I think they should -- but the  
12 Canada Council, as my fellow Commissioner remarked,  
13 has so many calls on it that they don't know what to  
14 do to get money, and I doubt very much if you are  
15 going to get much more in coming years -- in the next  
16 five or six years.

17 This seems to me a problem where you have  
18 got to go out and borrow some money somewhere and try  
19 to get circulation. You will have to go out and  
20 get circulation, and if you get circulation then you  
21 get the advertisers coming around. I don't know  
22 of any other way to run a magazine unless somebody  
23 subsidizes it -- the State, or the good angel I  
24 have been speaking of, and they are rare.

25 MR. MEGILL: Well, you will notice I  
26 mention in here that we are going very slowly at  
27 the moment.

28 We did make some progress last year  
29 with a direct mail campaign, and we are about to  
30

Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the matter of the

and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,  
Your obedient servant,  
J. H. [Name]



1  
2 start another. There is one which is to start in  
3 January; and that will help. But as I have mentioned  
4 in here we could use effectively a great deal more  
5 money than our Canada Council grant.

6 I was rather interested in reading some  
7 of the reports that have been published about the  
8 hearings of this Commission, and to read that....  
9 I always forget names -- the publisher of the Atlantic  
10 Advocate...

11 THE CHAIRMAN: Brigadier Wardell?

12 COMMISSIONER JOHNSTON: I will never forget  
13 him!

14 MR. MEGILL: I believe he mentioned that  
15 it had cost \$148,000.00 over a period of four years  
16 to get the Atlantic Advocate on its feet, with a  
17 circulation now of approximately 22,000. Well, those  
18 figures are extraordinarily close to the figures I  
19 have given in the brief for what I feel would be  
20 possible to do in about that time with the Canadian  
21 Geographical Journal.

22 THE CHAIRMAN: But his appeal is largely  
23 regional. It is a good magazine. What is the  
24 circulation in Canada of the National Geographic?

25 MR. MEGILL: It is 106,000.

26 THE CHAIRMAN: 106,000 in Canada? It  
27 seems to me odd that this publication can get  
28 106,000 and you are getting only 10,000. This  
29 doesn't seem to me to make sense; but I think it  
30







1  
2 confirms my view that you have got to get out and  
3 sell your magazine. Ten thousand in Canada?

4 MR. YOUNG: We agree, Mr. Chairman, that  
5 the idea is selling, but where do you get money to  
6 sell?

7 THE CHAIRMAN: I said you had better go to  
8 a bank and borrow it.

9 MR. YOUNG: When we approach this commercial  
10 company on our circulation, what they were going to  
11 do was a mail order system.

12 THE CHAIRMAN: Yes.

13 MR. YOUNG: Which is what we were doing.  
14 And the National Geographic have never employed anybody.  
15 Canadians have liked that magazine and they buy it,  
16 and they sell it among themselves; but they do not  
17 seem to be interested in their own product.

18 THE CHAIRMAN: Have you had a steady small  
19 growth in circulation?

20 MR. YOUNG: We have had a steady small  
21 growth in circulation, but also we lose subscribers  
22 each year. It is a very difficult problem. If  
23 we had 140,000 to go out and advertise -- or  
24 100,000 -- then it would be different. But the  
25 \$20,000.00 that was required by this particular  
26 firm was just on mail order business.

27 THE CHAIRMAN: Well, now, there is the  
28 Christmas season. Have you tried doing anything  
29 about getting people to send...  
30





1  
2 MR. YOUNG: Yes, we have circularized  
3 companies from coast to coast for gift membership.  
4 We have sent, I suppose, five or six hundred out.  
5 Some have responded and some haven't responded. In  
6 the circular letter that we sent out we said that  
7 donations would be gladly accepted as well, and we  
8 have had a few hundred dollars or so. We are not  
9 sending out any Christmas gift...

10 THE CHAIRMAN: Well, a lot of them are  
11 sending me Reader's Digest.

12 MR. MEGILL: I might say that a number of  
13 changes have been made just during this last year,  
14 when I took over just over a year ago now, and those  
15 changes in policy, I think, are having an effect at  
16 the present time; and so, we have had some growth  
17 during the past year. I hope it will continue.  
18 But I am very much concerned about the situation  
19 which is directly caused by this financial stringency.

20 We have, for instance, during the past  
21 year, gone back to the use of subscription agencies  
22 to put out the Journal. All the subscription  
23 agencies were cancelled some years before; the  
24 Journal was not dealing with them. Well, I felt  
25 that was impractical, and we have gone back on,  
26 and that has been a source of part of our growth  
27 during the last year; and I am sure that it will  
28 continue when they realize we really intend to  
29 make this permanent.  
30





1  
2 THE CHAIRMAN: What is your subscription  
3 price?

4 MR. MEGILL: The subscription price is  
5 \$5.00.

6 THE CHAIRMAN: You don't make reductions?  
7 You never give special inducements?

8 MR. MEGILL: We used to have a special  
9 Christmas price of \$4.00. We took that special  
10 gift price off during this year. It has not affected  
11 the position -- the removal of the Christmas gift  
12 subscription -- so far as we can see. What it meant  
13 was that we could go behind the subscription agency  
14 and still obtain the same revenue from the Journal  
15 that we had had before when these gift subscriptions  
16 had to come in direct. We could have done that, we  
17 think, by having the agency charge another price and  
18 by having the agency charge such a lower price.  
19 That seemed unreasonable.

20 THE CHAIRMAN: If I went to Hope's  
21 this afternoon could I buy your magazine on the  
22 stand there?

23 MR. MEGILL: I doubt it. It is possible.  
24 I can't say exactly. They may, or may not.

25 COMMISSIONER JOHNSTON: The name, Mr.  
26 Chairman, is Smith's.

27 THE CHAIRMAN: Where would I buy it  
28 if I wanted to buy it this afternoon?

29 MR. MEGILL: You would probably find it  
30







1  
2 in the Chateau; but it is not on many newsstands; and  
3 unfortunately I do not know how many newsstands it is  
4 on.

5 THE CHAIRMAN: But if you are the circulation  
6 manager and business manager don't you think you ought  
7 to know?

8 MR. MEGILL: I suppose I should; and if I  
9 had nothing else to do I would.

10 THE CHAIRMAN: So you are really not the  
11 circulation manager? You are a voluntary worker there,  
12 pretty much?

13 MR. MEGILL: No.

14 THE CHAIRMAN: This is not your whole life?

15 Mr. MEGILL: Well, it is now. When I  
16 retired from the army I went with the Geographic.

17 THE CHAIRMAN: Well, I think if our  
18 circulation manager didn't know where the Journal was  
19 being sold this afternoon he wouldn't be the circulation  
20 manager too long.

21 MR. MEGILL: I can assure you that if I  
22 could hire a circulation manager I would apply the  
23 same principle in dealing with him.

24 THE CHAIRMAN: Mr. Johnston?

25 COMMISSIONER JOHNSTON: You mentioned  
26 reprints, and I was a little puzzled. There has  
27 been a change in your policy in the last year or so?

28 MR. MEGILL: No, not a change in policy.  
29 We are quite prepared to produce reprints of any of  
30





1  
2 the articles appearing in the Journal for anyone  
3 who wants them.

4 COMMISSIONER JOHNSTON: Do you produce the  
5 articles for yourselves....

6 MR. MEGILL: We produce the articles...

7 COMMISSIONER JOHNSTON: Without the  
8 knowledge of the person who may want to sell reprints?

9 MR. MEGILL: In some cases we do and in  
10 some cases we don't.

11 COMMISSIONER JOHNSTON: What is your  
12 experience in dealing with advertising agencies -- I  
13 mean, in getting the agency to put an ad in your  
14 paper for, say, Trans-Canada Air Lines?

15 MR. MEGILL: Well, we are certainly not  
16 carrying as much advertising as we would like, and  
17 that has been more or less stable for a number of  
18 years. The only thing that has happened is that I  
19 am told by our advertising representative, who has  
20 offices in Toronto and Montreal, and who deals with  
21 these agencies, that he is now getting a better  
22 reception than he did a year ago; that the changes  
23 we have been able to make in the appearance of the  
24 Journal with the fresh cover and so on, with the  
25 slight growth in circulation, is having this effect.  
26 And, in fact, we have a little better prospect, we  
27 hope, for advertising this year than we had last  
28 year.

29 But one of the big difficulties is at  
30





1  
2 the present time, to get any revenue at all, our  
3 advertising rates are very high when you put them  
4 on a page per thousand basis. I doubt if we could  
5 reduce our rates at the present time and get greater  
6 income. We could probably reduce our rates and  
7 get more advertisers but it wouldn't yield more  
8 income. The people we are getting now are on a  
9 prestige basis more than an actual selling basis.  
10 They feel that the Journal is going to the kind of  
11 people they want to attract and to have their name  
12 before.

13 THE CHAIRMAN: Do you get the transportation  
14 companies?

15 MR. MEGILL: We get the transportation  
16 companies -- the C.P.R.; not the C.N.R.; they have  
17 changed their advertising policy this year and have  
18 gone to newspaper advertising and other magazines.  
19 The C.P.R., C.P.A., the steamship services; we have  
20 got Trans-Canada Air Lines and B.O.A.C. These, of  
21 course, are for varying times during the year.

22 THE CHAIRMAN: Mr. Beaubien?

23 COMMISSIONER BEAUBIEN: How did the army  
24 come to take over the Geographical magazine?

25 MR. MEGILL: I suppose I was available.

26 COMMISSIONER BEAUBIEN: Well, I got  
27 a promotion by your magazine a short time ago and  
28 I think if you will look over your record you will  
29 find your circulation has gone up by one; but one  
30







1 point I did find was that, having taken your magazine,  
2 I was then deluged with promotion material from the  
3 National Geographic. Have you got some working  
4 arrangement with them? Is there a tie-in? They  
5 have got your mailing list?

6 MR. MEGILL: They haven't our mailing list;  
7 but they have been doing a promotion, I know.

8 COMMISSIONER BEUBIEN: A very intense  
9 promotion?

10 MR. MEGILL: This summer and this fall.

11 COMMISSIONER BEAUBIEN: It appeared,  
12 as I got this literature from the Geographic, that  
13 there was some sort of tie-up....

14 MR. MEGILL: No.

15 COMMISSIONER BEAUBIEN: ....because they  
16 sent me two or three letters in a row.

17 MR. MEGILL: No. There is no way that I  
18 know of that they could get...

19 THE CHAIRMAN: You probably wish that you  
20 could get their list?

21 MR. MEGILL: Well, I would like to have  
22 it very much.

23 COMMISSIONER BEAUBIEN: Well, in line  
24 with the Chairman I would like to make the point  
25 that I think one of the weaknesses in all these  
26 magazines of this type is the promotion end of it.  
27 I signed up with your magazine because I was  
28 contacted directly by mail. I did at one time  
29  
30





1  
2 subscribe to the Canadian Geographical Journal and  
3 dropped out -- ten years ago I dropped out. I am  
4 sure that had I been contacted before this I maybe  
5 would have signed up sooner.

6 MR. MEGILL: That is possible. We are trying  
7 to cure that sort of thing at the present time.

8 COMMISSIONER BEAUBIEN: So I think mail  
9 campaigns can be very effective.

10 MR. MEGILL: That is what I suggest; that  
11 is the best of all sources for expansion.

12 THE CHAIRMAN: Thank you very much,  
13 gentlemen, for coming before us.

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BRIEF OF CANADIAN GEOGRAPHICAL JOURNAL: 54

1. The Canadian Geographical Journal is the official organ of the Royal Canadian Geographical Society and through thirty years its publication has been the principal preoccupation of the Society. While this brief deals mainly with the problems encountered in publishing the Journal, some reference is necessarily made to other concerns of the Society.

Objects of The Royal Canadian Geographical Society.

2. The objects of the Society are stated on the contents page of the Canadian Geographical Journal:

"The Society's ambition is to make itself a real force in advancing geographical knowledge, and in disseminating information on the geography, resources and people of Canada. In short, its aim is to make Canada better known to Canadians and to the rest of the world.

"As one of its major activities in carrying out its purpose, the Society publishes a monthly magazine, the Canadian Geographical Journal, which is devoted to every phase of geography -- historical, physical and economic -- of Canada, of the British Commonwealth and of the other parts of the world. It is the intention to publish articles in this magazine that will be popular in







1  
2 character, easily read, well illustrated,  
3 and informative."

4 Policy of the Journal.

5 3. Thus, the Canadian Geographical Journal  
6 is essentially popular in character, it is of high  
7 literary quality, and it presents accurate  
8 information in the fields that it covers. The  
9 type of article published falls usually into one  
10 of the following categories:

- 11 (a) Development of resources in Canada
- 12 (b) Description of countryside
- 13 (c) Way of life
- 14 (d) Arts and crafts

15 Three or four articles are carried in an issue,  
16 the total number of pages of articles is usually  
17 thirty-six. One "foreign" article (which comes  
18 within the last three categories above) is carried  
19 in each issue and included therein are articles  
20 on places or projects of particular interest to  
21 Canadians because of commitments assumed by Canada  
22 for the United Nations or under the Colombo Plan.

23 4. The layout is approximately half  
24 pictures and half text, although many articles carry  
25 a higher proportion of pictures than that.  
26 Except in rare cases, pictures are black and  
27 white, but during this past year, thanks to  
28 assistance from the Canada Council and from other  
29 friends of the Society, a picture in colours has  
30 appeared on the cover of each issue, and a  
coloured frontispiece in most issues.





1  
2 Financial Position

3 5. When the Society was formed in 1929,  
4 an arrangement was entered into with a publisher  
5 whereby he undertook to put out the Journal monthly  
6 under the general direction of the Society and to  
7 pay the Society a fixed sum for each subscription  
8 to the Journal. Similarly, the Society undertook  
9 to canvass for members and to remit to the  
10 publisher the appropriate amount from each  
11 subscription ~~so~~ canvassed. This agreement was  
12 changed in detail on more than one occasion, and  
13 two different publishers operated on this basis  
14 until March 1936. At that time, since the  
15 publisher was unable to continue, the Society  
16 assumed his assets and liabilities pertaining to  
17 publishing of the Journal and became its own  
18 publishing agent.

19 6. It was appreciated that additional  
20 capital would be required and an appeal was made  
21 for funds. However, through the years the  
22 publishing activities were barely able to  
23 sustain themselves and no surplus could be  
24 accumulated to increase the capital funds of the  
25 Society. Subsequent appeals for funds met with  
26 a response sufficient to keep the Journal in  
27 being but working capital was always too limited  
28 for fully effective operation. A resume of the  
29 position during the years 1936 to 1959 is given  
30 below:





Assets, 1 April 1936	\$2,485.75	
Publishers' debt assumed, 1 April 1936		\$4,300.72
Grants and donations 1936 to 1959	46,657.00	
Net loss during 1936-1959		2,519.29
Assets at December 1959		42,322.74
	<hr/>	<hr/>
	\$49,142.75	\$49,142.75

7. In the statement above, the following facts are to be noted:

(a) No account is taken of a special grant from the Canada Council in 1959, which is dealt with later.

(b) Furniture and fixtures are not included in the assets shown, being carried on the books of the Society at \$1.

(c) In 1952 the Society acquired premises at 54 Park Avenue, Ottawa.

8. Assets at December 1959 were:

Surplus of current assets over current liabilities (working capital)	\$ 3,101.19
Geographical Research Fund	18,328.95
Extension Fund	10,217.03
Equity in Society premises, less depreciation	9,668.00
Prepaid charges	1,007.57
	<hr/>
	\$42,322.74







9. The working capital of some \$3,000 is obviously inadequate. Despite the fact that the Geographical Research Fund and the Extension Fund should both be kept separate from the working capital that is used for the Journal, it has been found necessary during the past few years to borrow \$10,000 from those funds. It has also been necessary to carry a bank loan of \$10,000. Even after this provision has been made, the working capital is still much too small, since more than half of the revenue from Journal subscriptions comes in the last quarter of the year and in consequence the cash position becomes critical during the second and third quarters. Advantage is taken of 60-day credit where that is available, but in September 1960 this did not suffice and it was necessary to defer payment of \$2,000 on one account for a further period of 15 days until receipts had built up the available cash.

#### Principal Sources of Revenue

10. The principal sources of revenue for the Journal are:

(a) Membership fees of the Society and subscriptions to the Journal not involving membership

(b) Advertising

(c) Reprints and other publications

11. Membership in the Society started at about 30,000 in 1930 but publication difficulties





1 and the depression had reduced that to 15,000 by  
2 1934 and it reached a low point of 8,700 in 1940  
3 during the early years of the war. No sustained  
4 membership campaign was conducted after the initial  
5 one, until the Canada Council grant made it possible  
6 to start a campaign in November 1959. Membership  
7 in the Society was 9,483 in January 1960 and was  
8 11,190 in October 1960, a growth of 18 per cent in  
9 ten months. The membership fee has been variously  
10 \$3, \$3.50, \$4, and \$5. It is considered that the  
11 present fee of \$5 could not be increased without  
12 a detrimental effect not only on the present  
13 membership but also on prospects for future increase.  
14 In practice, subscription revenue amounts to  
15 approximately one-third of the total revenue.

16 12. While it would be desirable to carry a  
17 twenty-five per cent advertising content in the  
18 Journal, in practice the advertising received has  
19 been half to two-thirds of that amount for most  
20 issues, and receipts from it account for  
21 approximately one-quarter of the total revenue.

22 13. Sales of reprints of Journal articles  
23 and of other publications of the Society account for  
24 the balance.

25 Future Revenue Prospects.

26 14. During the years the sale of reprints of  
27 Journal articles has been an important part of  
28 the revenue. Reprints have been made of  
29  
30





1 articles for departments of federal and provincial  
2 governments, and for companies and public  
3 corporations. In the case of government depart-  
4 ments, the Journal provided a particularly useful  
5 service during the period when information staffs  
6 were small. Departmental officials welcomed  
7 the opportunity to publish authoritative accounts  
8 of work that was being done in various fields and  
9 of the potential of those fields. Much basic  
10 information about Canada was distributed across  
11 the country through the medium of the Journal,  
12 and in addition government departments obtained  
13 reprints of articles for further distribution to  
14 groups particularly interested, notably to schools  
15 and to representatives of Canada overseas.

16 15. There is a diminishing demand for  
17 reprints of this type of article. It is  
18 considerably less than it was some years ago.  
19 Government departments, both federal and  
20 provincial, as well as some large corporations,  
21 appear to have built up information or publicity  
22 staffs and there is a noticeable tendency for them  
23 to produce, publish, print and distribute such  
24 material themselves and not use the facilities  
25 of the Canadian Geographical Journal for this  
26 purpose. Much such present day literature is  
27 factual and informative, often consisting of short  
28 brochures, designed to arouse interest among a  
29 particular group of persons such as tourists or  
30 business interests. Government departments are







1 most helpful in preparing material for Journal  
2 articles, but distribution of their own literature  
3 is increasingly becoming a separate feature of  
4 their activities since the presentation of a subject  
5 in a Journal article is intended to have a broad,  
6 rather than a specialized, appeal.

7 16. Increased revenue for the journal for the  
8 future must come from an increase of membership in  
9 the Society, from subscriptions, and from an  
10 increased advertising revenue. These are, of  
11 course, inter-dependent. As the circulation  
12 increases, the quantity of advertising carried  
13 is likely to increase and hence also the revenue  
14 derived therefrom. The sources of advertising  
15 revenue are, in general:

- 16 (a) Institutional, or "company image",  
17 type advertising by major companies
- 18 (b) Travel advertisements; notably air,  
19 rail and sea, and provincial tourist  
20 advertising
- 21 (c) Financial institutions; chiefly banks  
22 and investment houses
- 23 (c) Departments of federal government,  
24 notably National Defence and Fisheries

#### 25 26 Effect of Foreign Publications

27 17. The best known publication in this field  
28 is the National Geographic Magazine of the U.S.A.  
29 which has a circulation in Canada of approximately  
30





1 100,000 and which uses almost full colour in its  
2 illustrations. While the demand for the Canadian  
3 Geographical Journal would no doubt be higher if  
4 the National Geographic Magazine did not exist,  
5 the two are not in direct competition. The  
6 National Geographical Magazine covers the world,  
7 particularly the lesser known parts of the world,  
8 with stories that are essentially travelogue in  
9 form although fully informative.

10 18. However, it seems to be a reasonable  
11 statement that the tremendous impact of the many  
12 U.S. publications with vast resources behind them,  
13 which are almost given away or forced on the  
14 public to increase circulation and hence increase  
15 prestige and advertising revenue, has the effect  
16 of deterring many Canadians from spending five  
17 dollars a year for the twelve monthly issues of  
18 the Canadian Geographical Journal.

#### 19 Plans for the Future

20 19. The Society has two main objectives for  
21 itself and for the Journal. These are: to  
22 increase membership in the Society and subscriptions  
23 to the Journal, and to improve the quality of the  
24 Journal as finances permit, notably by an  
25 increased use of colour. A start was made  
26 during the last quarter of 1959 and in 1960 with  
27 the help of a grant of \$15,000 from the Canada  
28 Council. This:





1 was not included in the figures given earlier, since  
2 it has been expended on particular projects and  
3 does not affect the cash position of the Society.  
4 Of this amount, approximately one-third was spent  
5 on the Journal for the use of colour and to make  
6 payments to contributors more in keeping with the  
7 usual remuneration for articles of this type. The  
8 remaining two-thirds was spent on a membership  
9 drive that has produced a net increase of 1,700  
10 members to date. Returns from the last mailing  
11 are still coming in. It is hoped that the over-all  
12 effect will be an increase of approximately  
13 2,000. For the coming year a grant of \$10,000  
14 is anticipated, and for the following year one of  
15 \$5,000.

16 20. While the grant from the Canada Council  
17 has been most helpful, enabling a start to be made  
18 in the right direction, the Board of Directors is  
19 not satisfied that the financial position of the  
20 Society at the moment is sound. Another appeal  
21 for funds to increase working capital is being  
22 considered. It is evident that further sums will  
23 have to be spent on promotion to build up the  
24 membership of the Society. While it is hoped, as  
25 a result of experience, to decrease the cost of  
26 obtaining new members by this means, it seems  
27 unwise to count on new members as a source of  
28 additional revenue in the first year. The revenue  
29 from new memberships becomes effective only during  
30







1 the second and subsequent years. The rate of growth  
2 will be dependent on the result of the membership  
3 promotion, and in turn on the improvements that  
4 can be made in the quality of the Journal. Careful  
5 enquiry has established that increased use of  
6 colour in the Journal is essential for continuous  
7 growth. An analysis of the effect on Society  
8 revenues of increased membership indicates that  
9 until membership reaches 20,000 to 25,000, there  
10 will not be a substantial surplus available in  
11 the publishing account to permit of a significant  
12 increase in the use of colour.

13 21. Increased financial support during the  
14 next two or three years would enable that growth  
15 to be made at a faster rate. An amount of  
16 \$35,000, in addition to the present Canada Council  
17 grant, could be used effectively during 1961 to  
18 improve the quality of the Journal and to finance  
19 a stepped-up promotional campaign. A similar or  
20 greater amount could be used effectively during the  
21 following two or three years. If such funds were  
22 available, the Journal should by that time be  
23 able to sustain its own growth and to release  
24 funds of the Society now held in the Geographical  
25 Research Fund and in the Extension Fund for the  
26 purposes for which they were intended, Until that  
27 position is reached, the Society is reluctant to  
28 expend those funds for their proper purposes in  
29 case they may be needed to meet an unforeseen  
30 contingency.





1  
2 22. One further qualification must be made to  
3 this statement, in that the present premises of the  
4 Society will become totally unsuitable for an  
5 expanding Journal operation beyond the point  
6 visualized above. At that stage, it should be  
7 possible to add a cartographer to the staff and so  
8 to increase the effectiveness of the Society by the  
9 issue of maps. Additions will also be required to  
10 the editorial staff and to the space used by the  
11 circulation department. To carry out efficient  
12 operation for the present, the Society has been  
13 reluctantly forced to call on the assistance  
14 offered by the Geographical Branch of the Department  
15 of Mines and Technical Surveys to house its library  
16 as an interim arrangement. This accommodation  
17 meets the present need and is much appreciated, but  
18 from a long-term view is disadvantageous, if not  
19 unacceptable.

20 21. The basic problem confronting the  
21 Society at the moment in its publishing activities  
22 is two-fold:

23 (a) To establish the Journal in a  
24 position where it is able to expand with  
25 confidence both in content and  
26 circulation.

27 (b) At a critical point, which may be  
28 expected to occur when the membership  
29 reaches 20,000 to 25,000, to undertake  
30 an expansion of premises so that physical





1 facilities will allow further unhampered  
2 growth both in the circulation of the  
3 Canadian Geographical Journal and in the  
4 other activities of the Society.

5 Conclusion.

6 25. The Canadian Geographical Journal is unique  
7 among Canadian publications in that it is served by  
8 an unpaid editorial committee that is made up of  
9 men who are eminent in many different fields,  
10 notably geography, geology, history and journalism.  
11 This ensures that the articles presented in the  
12 Journal are of high literary value, that they  
13 present facts in an entirely altruistic way, and  
14 that therefore they serve to present a continuing  
15 picture of Canadian development that is unbiased  
16 and authentic in content. The Journal does not  
17 cater to any specialized group of scientists,  
18 educationalists or technicians. It is often  
19 criticized for being too technical in the  
20 character of many of its articles, and almost  
21 equally often for not being technical enough.

22 25. The Canadian Geographical Journal is  
23 essentially a Canadian publication designed to  
24 acquaint Canadians, both young and old, with  
25 Canada and those areas of the world with which  
26 Canada has connections. Almost all of the articles  
27 are written by Canadians and have a Canadian point  
28 of view, and every effort is made to retain the  
29 style of the individual authors consistent with  
30







1  
2  
3 good editorial practice. Hence the Journal also  
4 contributes to the understanding of Canada in other  
5 countries. Beyond the broader roles which the  
6 Journal plays, however, are the specific uses to  
7 which it is put. It is an invaluable aid in the  
8 teaching of geography in schools, especially as  
9 this is expanding in Canada, as well as in business,  
10 industry and the arts where authentic background  
11 information is required.

12 26. We are, therefore, convinced that the  
13 Canadian Geographical Journal fills a need, not  
14 only in Canada, but in its foreign distribution as  
15 well, and that, if the present difficulties can  
16 be overcome, it should expand in the way that is  
17 visualized for it. It is the opinion of The  
18 Royal Canadian Geographical Society that it would  
19 be a retrograde step if a nation like Canada did not  
20 have such a type of geographical Journal. Even our  
21 own geography plays such a great part in the lives  
22 and livelihood of all Canadians, we should be  
23 interested in it.





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

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--- Exhibit No. O-62:

SUBMISSION OF MR. LOUIS DUDEK:

781 Beatty Avenue,  
Montreal 19, P.Q.

November 23, 1960.

Mr. P. Michael Pitfield, Secretary,  
Royal Commission on Publications,  
Ottawa, Ont.

Dear Sir,

I have at the moment misplaced the sheet of information and instructions for placing a brief, or other relevant material, before the Commission, but this letter may serve for the time being.

I represent two publishing ventures:

Contact Press, 28 Mayfield Avenue,  
Toronto and

Delta, a poetry magazine, at 781 Beatty Avenue, Montreal 19, P.Q.

I have no desire to appear before the Commission, but on behalf of Contact Press and the magazine Delta I should like to submit to the Commission the book Literature and the Press, just published, all of which seems relevant to the enquiry in progress.

In the book, the chapters on periodicals, newspapers, and books -- from Chapter VIII to XI inclusive -- should be especially useful. But





1  
2  
3  
4 the entire book is directly relevant: for example,  
5 the Chapter of Carlyle is intended as a timely and  
6 contemporary example.. Also, the Chapter on Little  
7 Magazines would summarize the main statement we  
8 would like to bring before the Commission:

9 "The survival of civilized arts and  
10 literature can be maintained only in  
11 areas where neither quantity production  
12 nor money play a leading role. In  
13 periodical journalism, the little  
14 magazine of private literary effort now  
15 fulfills this function."

16 Please let me know if additional copies,  
17 or any formal presentation, are required to make  
18 this submission in order.

19 Yours respectfully,

20 (sgd) Louis Dudek.  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

70

781 Beatty Avenue,  
Montreal 19, P.Q.

December 5, 1960.

Mr. P. Michael Pitfield, Secretary,  
Royal Commission on Publications  
P.O. Box 1501,  
Postal Station "B",  
Ottawa, Ont.

Dear Sir,

Thank you for your letter and  
instructions.

I would indeed like to enter my letter as  
a submission before the Commission. I could also  
provide the fifteen copies of the book, since it  
contains my entire position on the little  
magazines and presses as against large commercial  
publications. Please let me know if these  
additional copies of the book are required.

The view of Delta Magazine and Contact  
Press is of course not a popular one. But we  
could point out that there are some scores of  
poems now entering into the permanent literature  
of Canada -- i.e. poems included in The Oxford  
Book of Canadian Poetry, in the Smith Book of  
Canadian Poetry, and in the Penguin Book of  
Canadian Verse -- which first appeared in little  
magazines such as Preview, Northern Review, and  
Contemporary Verse. None of these poems appeared  
at any time in Macleans, or Saturday Night, or the





Montrealer.

In other words, for writing that aims at something more than journalistic and passing interest, that deals with contemporary life in terms of permanent themes, and with such honesty and skill - and talent - that it may last, as part of a Canadian tradition in literature, the private presses are of prime importance.

From this point of view, the Royal Commission has so far been concerned mainly with the defence of the commercial and mediocre against the competition of the same kind of thing from abroad. Although this is important as a matter of trade, it has little to do with culture (except as manners) or with literature (except as advertising 'literature'). To the private presses, and to individuals interested in literature in Canada, the commercial publications are of no concern.

In principle, I am entirely in favour of free trade in printed matter. The purpose of this submission, however, is to say that the place of value is in the private publications. How this fact may be used to advance Canadian literature and life I do not know at present. But awareness of it may be a first step in the right direction.

(Signed) Louis Dudek.





EXHIBIT NO. 0-63: Brief of Revue  
Dominicaine

LA CULTURE PAR LA REVUE

(Memoire presente a la Commission Royale d'Enquete sur les publications).

Importance de la Revue

Le rayonnement culturel par la Revue est si important que tous les peuples civilises ont cru sage de l'utiliser pour mieux faire connaitre leurs idees a leurs compatriotes at aussi aux etrangers. Particulierement en notre XXe siecle, la revue est devenue le plus puissant vehicule des idees qui demeurent et vivent d'actualite. Que d'hommes s'enrichissent continuellement par lecture assidue d'une demi-douzaine de bonnes revues! Et c'est bien plus par la revue que par le livre que nous, Canadiens francais, connaissons les grands courants intellectuels, litteraires, poetiques, artistiques de notre grand pays et des pays etrangers. Par la revue, les hommes se connaissent mieux, les frontieres intellectuelles d'un pays a l'autre, disparaissent et les echanges culturels se font sur un ton amical, serieux, digne et actuel. Puis la revue a cet avantage sur le livre qu'elle peut progresser de quinzaine en quinzaine ou de mois en mois, sans attendre, comme le livre, une nouvelle edition. Elle a de plus cet avantage sur le journal que, reprenant les faits et les nouvelles une fois le filtrage opere, elle peut





1  
2  
3 offrir a son public ce que Georges Duhamel appelle  
4 l'actualite decantee. Bien plus, prenant part a la  
5 vie meme du livre et ne mourant pas apres quelques  
6 heures de vie comme un numero de journal, la revue  
7 serieuse et bien tenue occupe un rayon de bibliotheque  
8 et on s'y refere au besoin. Elle devient un document.

9 Avant de publier un livre, un ecrivain  
10 debutant cherche d'abord a signer quelques bons  
11 articles de revue. Il peut ainsi avant de tenter  
12 la "grande aventure intellectuelle" sonder ses chances  
13 de succes que porterait un bouquin sous sa signature.  
14 Et a l'origine des lettres canadiennes-francaises  
15 que trouve-t'on? Des chroniques litteraires de  
16 revues et de journaux qui nous renseignent sur  
17 l'esprit d'une epoque. Presque toutes les revues  
18 traitent de sujets d'actualite et permettent a  
19 l'historien de mesurer les progres accomplis dans  
20 l'ordre culturel.

#### 21 Differents genres de revue

22 Au Canada francais nous avons de bonnes  
23 revues intellectuelles. Je ne sais trop cependant  
24 ce que le public en pense. Mais pour ce qui regarde  
25 la "Revue Dominicaine" -- je pourrais citer d'autres  
26 nombreux temoignages aussi interessants -- je sais  
27 qu'a Geneve, les membres de l'O.N.U. l'ont de ja  
28 proclamee "la plus belle revue d'inspiration catholique  
29 jamais vue tout en se demandant comment une revue si  
30 dispendieuse pouvait subsister?" La est le point





neuralgique de la revue canadienne-francaise:

Subsister! Avec la hausse constante de la main d'oeuvre, du papier; avec la concurrence de toutes les revues etrangeres, surtout avec l'elite restreinte que preoccupe les problemes de l'esprit la revue culturelle canadienne-francais vit bien pauvrement. Et combien sont mortes de misere? Surtout elle n'a pas recu des pouvoirs publics toute l'attention et l'aide qu'elle merite. Actuellement le Secretariat de la Province de Quebec accorde un subside de \$150.00 par an pour que la "Revue Dominicaine" soit adressee regulierement a tous nos ambassadeurs et consuls et a certains personages officiels. Elle devient a son tour un merveilleux "ambassadeur" de la pensee canadienne a l'etranger. Serait-il audacieux de suggerer aux Honourables membres de la Commission d'enquete sur nos publications que des efforts soient faits aupres des autorites federales pour que nos meilleures revues de culture penetrent dans toutes les bibliotheques publiques ou semi-publiques du Canada, des Etats-Unis, de l'Angleterre, de la France, de la Belgique. Ici au Canada, il serait bon que la revue culturelle penetre dans les grands Hotels, les Hopitaux, les Centres sociaux, toutes les institutions culturelles.

Quelques Suggestions.

Puisque la revue continue le travail de l'Ecole ou de l'Universite, le feconde meme,





1  
2  
3 il faudrait lui eviter, par une subvention  
4 convenable, qu'elle n'aille pas se faire imprimer en  
5 d'autres pays ou la main d'oeuvre et les materiaux  
6 sont moins couteux.

7           Quant a la diffusion, nous souhaitons que  
8 notre Gouvernement Federal se charge lui-meme, apres  
9 entente avec l'Editeur, d'abonner a nos revues  
10 culturelles toutes les bibliotheques publiques et  
11 semi-publiques, les Colleges, les Institutions  
12 educatives, les Centres sociaux, les Hopitaux, les  
13 grands Hotels, etc.....Il importe de faire  
14 connaitre dans notre pays et a l'etranger notre vie  
15 sociale et culturelle en ce moment meme ou le  
16 Canada occupe un rang de premier plan sur la scene  
17 internationale.

18           Antonin Lamarche, D.P.  
19           Directeur de la "Revue Dominicaine"

20           Paul Trempe, O.P.  
21           Directeur de l'oeuvre de Presse  
22           Dominicaine.

23           THE CHAIRMAN: We will adjourn until 2:30  
24 this afternoon.

25           --- Luncheon adjournment.  
26  
27  
28  
29  
30







Duhamel

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On resuming at 2:30 P.M.

SUBMISSION OF DEPARTMENT OF PUBLIC PRINTING AND  
STATIONERY:

APPEARANCES: Mr. Roger Duhamel, Queen's Printer.  
Mr. C.B. Watt, Assistant Queen's  
Printer.  
Mr. Charles St. Arnaud.

THE CHAIRMAN: Mr. Duhamel, I understand  
you would prefer just to file your brief and make  
some remarks on it.

MR. DUHAMEL: That is right.

THE CHAIRMAN: Very well, we will take  
the brief into the record.

1. I was pleased to accept your kind  
invitation to place before the Royal Commission on  
Publications, a summary of the activities of the  
Department of Public Printing and Stationery in  
the field of periodicals printing and publishing.

2. In order that these activities may be put  
into proper perspective, it is essential that I  
should describe briefly the principal duties  
and responsibilities of the Department, as set  
forth in the Public Printing and Stationery Act.  
They are as follows:-

(a) the execution and audit of all  
printing, stereotyping, electrotyping,  
lithography, binding or work of a like  
nature, and the procurement of material





therefor.

(b) The purchase and distribution of all paper and articles of stationery of all kinds.

(c) The sale of all books and publications issued by order of either or both Houses of Parliament, or by any department of the government.

(d) The free distribution of public documents to persons and institutions entitled to receive them without charge.

(e) The Queen's Printer shall print and published, for the government, under the superintendence, the Statutes of Canada, the official gazette of Canada, which shall be known as the Canada Gazette, and all such official and departmental and other reports, forms, documents, commissions, and other papers, as he is required to print and publish, or cause to be printed and published, by or under the authority of the Governor in Council.

3. From these terms of reference it is, I think, abundantly clear that the Queen's Printer prints and publishes official publications for parliament and government departments and therefore is not the author nor the editor of these





documents. The publishing functions, including distribution and sales, are performed by or through the Department of Public Printing and Stationery on behalf of parliament and government departments in the interest of economy and efficiency. The distribution, sales and mailing functions are provided to departments without charge, from appropriations for this purpose voted each year by parliament. The Queen's Printer also prints, publishes and distributes the Statutes of Canada in the manner prescribed by the publication of Statutes Act and ancillary statutory provisions.

4. Having thus established our relationship with the agencies we service, I should like to table for the Commission's information, a list of the periodicals printed by or under the superintendence of the Queen's Printer. The list provides, for each title, some pertinent data relating to quantities printed, frequency of issue, and free and paid circulation. Listed are the leading periodicals issued to the public and offered for sale. Excluded are the several D.B.S. reports issued at regular or irregular intervals as well as the official Debates of both Houses of Parliament, by their special nature and purpose, they are in no way comparable to periodicals in the generally-accepted sense of the term. Sample copies of a







recent issue of each periodical listed are also made available as Exhibits 1 to 35, for your examination.

THE SECRETARY: Mr. Chairman, the Queens Printer has filed copies of all those publications listed in the submission under the title "Periodicals issued by the Department of Public Printing and Stationery, 1959-60". Those referred to in Part I of that title, namely, those printed by the Queen's Printer will be grouped together as Exhibit O-65, while those referred to in the second part, namely, Periodicals printed by Commercial firms under contract with the Queen's Printer, will be grouped together as Exhibit 66.

5. From this compilation, the following facts emerge clearly:-

(a) Government periodicals are all highly specialized and contain factual information relating directly to the functions of the issuing department or agency.

(b) In so far as the periodicals industry is concerned, it is extremely doubtful that any of the government periodicals are in competition with commercial magazines as none are comparable in their contents, presentation and ultimate objective.





(c) It is also obvious from circulation figures that the revenues derived from paid subscriptions are quite insufficient to defray expenses. Government periodicals, like publications, are paid for from appropriations voted each year by parliament. Any revenue derived from sales or paid subscriptions may not be used to finance other periodicals or enhance their style or format. All moneys accruing from the sale of periodical subscriptions or any government publications for that matter, are deposited in the Consolidated Revenue Fund of the Government of Canada.

(d) Government periodicals are, for all practical purposes, official sources of reference pertaining to the work of the sponsoring department or agency. They are distributed free of charge, on request, to public, university and college libraries throughout Canada (in the manner prescribed by T.B. 477983), on condition that they be made freely available to their patrons for reference or loan. Free distribution privileges are also extended to other categories of persons





and institutions in Canada and abroad. Comparing free and paid circulation, it becomes immediately apparent that our Department is not in the business of selling periodicals but is merely engaged in the discharge of its distribution functions, subscriptions rates being provided to prevent excessive and wasteful distribution.

6. Advertising, which has its importance in the periodical industry, is not acceptable in periodicals printed by this department, a policy which has been applied consistently since 1880, in compliance with a Cabinet Directive of that year which states in part -

"that no advertisements be authorized in connection with the publication of any pamphlet or book whatever, save only that, where any department of the government causes to be published a pamphlet or book, the head of such department may cause to be inserted therein such advertisements connected with his own department, as he thinks expedient in the public service."

7. As this course of action has a direct bearing on private industry, it is interesting to







1  
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3  
4 to note that no recommendation has been made by this  
5 department to follow the procedure prevalent in  
6 United Kingdom official publications which include  
7 advertising at commercial rates. Representative  
8 samples of these publications are submitted as  
9 Exhibits 36 to 40.

10 THE SECRETARY: Mr. Chairman, that will  
11 be filed as Exhibit O-67.

12 MR. DUHAMEL: Our purpose in providing  
13 this information is simply to offer evidence that  
14 the Department of Public Printing and Stationery  
15 is merely providing ; printing and publishing  
16 facilities to parliament and government departments.

17 8. Conclusions

18 (a) Economic Aspects

19 In this brief review of our activities  
20 in the field of periodicals printing,  
21 I have attempted to point out to certain  
22 aspects of our operations as they may  
23 have a bearing on the periodical industry.  
24 I believe I have shown that the basic  
25 elements of competition, viz.,  
26 circulation, coverage, advertising,  
27 are either limited or non-existent.  
28 Perhaps it should be made clear also  
29 that not all periodicals issued by the  
30





Queen's Printer are printed in the National Printing Bureau. Actually an important portion of this business is awarded to commercial printers on the same basis as are other non-parliamentary documents. Primarily, we are concerned with the execution of printing and publishing for parliament and other departments whose work, due to the close liaison required or security requirements, necessitates that it be done in the department. Consistent with efficient production management, all other work is contracted out to commercial establishments. To this extent, the government's publishing activities - which, for economic reasons, could not be undertaken by private publishers - have contributed to provide additional work not only to commercial printers but also to other areas of business endeavour. It is generally agreed, for instance, that the publication of the fish cook books have been instrumental in promoting the fishing industry of Canada and the same may be said to apply to other facets of





1  
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3  
4 Canadian business and industry. The  
5 recent publication of the booklet  
6 "Canadian Eskimo Art" is another case  
7 in point. We understand that this  
8 publication contributed to popularizing  
9 eskimo sculpture which, in turn, resulted  
10 in creating a lucrative market for  
11 eskimo art.

12 (b) Cultural Aspects

13 I have not commented on the cultural  
14 aspects of government periodicals since  
15 our contribution, for the most part, is  
16 limited to making them available to the  
17 public. There is reason to believe  
18 however that the government of Canada,  
19 through the editorial officers of  
20 departments, contributes to a certain  
21 degree in the development of Canadian  
22 culture. I refer to the publications  
23 of the National Gallery, the National  
24 Museum of Canada and others, such as the  
25 recent booklet on Eskimo art referred to  
26 in the foregoing, which in addition to  
27 the material benefits, has make known a  
28 primitive Canadian art form. It is,  
29 of course, extremely unlikely that any  
30







private author or organization could  
sponsor such projects.

9. I should like to conclude my remarks by  
quoting what Disraeli told the British House of  
Commons about government publications over eighty  
years ago. "In my opinion", he said, discussing  
the money to be voted for official printing and  
publishing, "there is no Vote to which the  
committee has given its sanction which is more  
advantageous for the public service than the  
present one, which produces a body of information  
that guides the legislature and influences to a  
great degree the ultimate prosperity of the  
country."

The same general criteria apply to  
government periodicals as to the rest of government  
publishing, namely that they are published to satisfy  
a need and to provide a service of information to  
parliament and the public in convenient form, at  
a reasonable price.



EXHIBIT NO. 0-64:

PERIODICALS ISSUED BY THE DEPARTMENT OF PUBLIC PRINTING & STATIONERY, 1959-60  
 1 - PRINTED BY THE QUEEN'S PRINTER

<u>Title</u>	<u>Issuing Department</u>	<u>Issues per year</u>	<u>No. of copies distributed</u>	<u>Number of Subscribers</u>	<u>Total Circulation</u>
Canada Gazette, Part 1.	Privy Council.	52	890	935	1,825
Canada Gazette, Part 2.	" "	24	1,682	887	2,569
Gazette du Canada, Partie 2.	" "	24	600	60	660
Canada Law Reports.	Supreme & Exchequer Courts	11	331	9,169	9,500
Patent Record, Weekly	Secretary of State.	52	303	567	870
Canadian Representatives Abroad.	External Affairs	3	2,838	962	3,800
Citizen.	Citizenship & Immigration	5	4,397	603	5,000
Citoyen.	" "	5	965	435	1,400
Catalogue of Publications, monthly and yearly.	Public Printing & Stationery.	12	1,249	1,751	3,000
Corps Diplomatique.	External Affairs.	3	2,004	496	2,500
Foreign Trade.	Trade and Commerce.	24	2,450	2,550	5,000
Commerce extérieur	" "	12	414	111	525
Labour Gazette	Labour	12	6,386	5,614	12,000
Gazette du Travail.	" "	12	1,617	1,283	2,900

\* This list excludes the Debates of both Houses of Parliament and the D.B.S. statistical reports issued at regular intervals and sold on subscription basis.







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

EXHIBIT NO. 0-65: 1 - Printed by the Queen's Printer (Cont'd)

87

<u>Title</u>	<u>Issuing Department</u>	<u>Issues Per Year</u>	<u>Number of copies distributed free</u>	<u>Number of Subscribers</u>	<u>Total Circulation</u>
Flight Comment.	Natl. Def., Air Force.	6	2,788	212	3,000
Northern Affairs Bulletin	Northern Affrs. & National Resources	6	1,395	805	2,200
Supplement to Postal Guide	Post Office.	12	21,785	1,065	22,850
Supplement au Guide Officiel	" "	12	6,296	79	6,375
au Service Postal Canadien.	Board of Transport Commissioners.	24	279	286	565
Railway Judgments	Secretary of State.	52	220	330	550
Trade Mark Journal	National Defence, Navy.	12	11,087	3,143	14,230
Crowsnest	National Library.	11	1,707	218	1,925
Canadiana.	Transport	2	2,755	745	3,500
Radio Aids to Navigation	"	2	2,310	290	2,600
(East)	"	1	450	235	685
Radio Aids to Navigation					
(West)					
Radio Equipment List.					

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ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

EXHIBIT NO. 0-66:

PERIODICALS ISSUED BY THE DEPARTMENT OF PUBLIC PRINTING & STATIONERY, 1959-60  
II - PRINTED BY COMMERCIAL FIRMS UNDER CONTRACT WITH QUEEN'S PRINTER.

88

<u>Title</u>	<u>Issuing Department</u>	<u>Issues per year</u>	<u>Number of copies distributed free</u>	<u>Number of Subscribers</u>	<u>Total Circulation</u>
Canadian Army Journal	Natl. Defence, Army	4	18,413	342	18,755
Journal de l'Armee canadienne.	" "	4	2,980	20	3,000
Amendments to Food and Drug Act.	Health and Welfare.	Varies	Varies	2,383	Varies
Medical Services Journal	" "	11	2,224	76	2,300
External Affairs Bulletin	External Affairs	12	8,598	1,002	9,600
Affaires exterieures	" "	12	1,149	151	1,300
Supplements - Dangerous Commodities by Rail	Transport.	1	1,329	1,671	3,000
Fisheries Research Board Journal.	Fisheries Research Board	6	1,472	228	1,700
The Roundel.	National Defence, Air Force	10	19,860	440	20,300





Duhamel

89

MR. DUHAMEL: A few days ago we placed before your Commission several copies of the report which has been prepared by our Department for your enquiry into publications. At the hearings in order to save time, we have deemed **advisable** not to read our submission to you this afternoon. We know that after perusal you will gather from this document information which appears pertinent. On referring to the evidence given before your Commission during the past few weeks we find that a printing bureau does not come directly within the terms of your enquiry and for the reasons which I will outline in our memorandum the problem of publicity does not enter the picture insofar as our Department is concerned nor does any question relating to the importation of foreign publication.

As you are well aware, our publications are meant to be primarily a source of information for the public in general. Our circulation is inevitably limited and we have no other specific duty but the printing of text which is **received** from our sole customers., namely, the various government departments.





1  
2 THE CHAIRMAN: Mr. Duhamel, during the  
3 parliamentary session do you have peak loads of  
4 printing?

5 MR. DUHAMEL: Oh, yes.

6 THE CHAIRMAN: And you work overtime  
7 then?

8 MR. DUHAMEL: Yes, we have a night shift.

9 THE CHAIRMAN: What happens when  
10 parliament is not sitting? Do you have lean  
11 periods then?

12 MR. DUHAMEL: Well, we are busy just  
13 the same but no night shifts. And we print other  
14 publications. Departments handle reports, the  
15 Canada Year book and many publications coming from  
16 other departments.

17 THE CHAIRMAN: When you work overtime  
18 you pay double wages, do you not? You have the  
19 International Typographical Union?

20 MR. DUHAMEL: Yes, sir. Sometimes it  
21 is double time, sometimes time and a half and  
22 sometimes triple time.

23 THE CHAIRMAN: Would it be possible during  
24 your peak load period, during the session of  
25 parliament that some of this work could be turned  
26 over to private industry or do you have to print  
27 it? Are you compelled to take this work by  
28 government order?

29 MR. WATT: During the off period we have  
30 the revised edition of Hansard to prepare. We







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2  
3 have the bound volumes of the Statues of Canada  
4 to prepare which is pretty well a duplication of what  
5 is done daily. In addition to that we have a  
6 certain amount of work which we feel we must do  
7 within the department. A great deal of our work  
8 is done by outside commercial firms.

9 THE CHAIRMAN: You give it out?

10 MR. WATT: Yes, sir.

11 THE CHAIRMAN: You sublet it?

12 MR. WATT: That is correct. Almost half  
13 our work goes outside.

14 THE CHAIRMAN: What is the nature of  
15 this work?

16 MR. WATT: Well, we have no multi-  
17 coloured presses, our presses are all single  
18 colour. We have no special equipment to provide  
19 continuous forms or snapout sets or anything like  
20 that. We do know labels or speciality printing  
21 of any type so any requisition we get from  
22 government departments for that purpose goes to  
23 commercial firms. We do very little in the way  
24 of publication of books such as The History of  
25 the War and bound volumes of that type. All that  
26 work goes to commercial printers, such brochures  
27 as booklets for the travel bureau, invitations to  
28 Canada and a lot of those publications all go to  
29 the outside commercial firms.  
30





1 THE CHAIRMAN: Well, the Queens Printer  
2 does this?

3 MR. WATT: We place the orders on a tender  
4 basis with commercial firms.

5 THE CHAIRMAN: Could you place more of it  
6 and still keep the printing bureau reasonably busy?

7 MR. WATT: We do not think so.

8 THE CHAIRMAN: You do not?

9 MR. WATT: No, we do have to keep a  
10 balance of work out in our plant. Mr. Duhamel  
11 has mentioned that during the off peak season,  
12 we put our night shift back on the day shift. We  
13 have enough work to keep these people busy during  
14 the session revising the statutes and so forth.

15 THE CHAIRMAN: The point is, you have  
16 this huge building, the plant and the overhead and  
17 so it would be cheaper for you to do the work than  
18 sublet it out?

19 MR. WATT: Yes, and not have people  
20 standing idle in the location we are in, in Ottawa  
21 where you cannot employ sessional people to  
22 work. We do have to have a staff to look after  
23 Hansard.

24 THE CHAIRMAN: Has this always been the  
25 rule at the printing bureau?

26 MR. WATT: As far as I know.

27 THE CHAIRMAN: I remember many years  
28 ago when a report would be made on something --  
29 I can think of the Lynch-Stanton report and  
30





1  
2  
3 this was given to a firm in Ottawa and he printed  
4 the report. There was some question that arose in  
5 the House about this report being printed in both  
6 English and French. The contention was that this  
7 being merely a report on the Transcontinental  
8 Railway that there was no need to have all these  
9 copies printed in French but they were printed in  
10 fact. I remember very well what happened in a  
11 case like that. If there is a report of that  
12 kind does the Secretary of State determine who shall  
13 do the printing or the Queens Printer or how is it  
14 done?

15 MR. WATT: No sir. It is a Queens  
16 Printer who decides what shall be done.

17 THE CHAIRMAN: No question of any  
18 patronage in it at all?

19 MR. DUHAMEL: Oh, none at all.

20 THE CHAIRMAN: Public life is improving  
21 in this country.

22 MR. WATT: Every order over \$1,000  
23 must go out on tender. As a matter of fact we  
24 do a lot less than that on tender too.

25 THE CHAIRMAN: Tell me about the travel  
26 bureau. They used to do a lot of coloured printing  
27 and I know people who tendered at a very low  
28 figure and did not get the order. What happens  
29 in a case like that?

30 MR. DUHAMEL: Are they the lowest bidder?







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3 THE CHAIRMAN: They were in this particular  
4 case, at least that is the information I had -- this  
5 is some years ago.

6 MR. DUHAMEL: Yes, because we must take  
7 the lowest bidder.

8 THE CHAIRMAN: You must take the lowest  
9 bidder regardless?

10 MR. DUHAMEL: Yes, and if we do not take  
11 it we must ask permission from the Treasury Board.

12 THE CHAIRMAN: Is there a statute covering  
13 that, a law?

14 MR. DUHAMEL: Yes, sir.

15 MR. WATT: As a matter of fact, there  
16 is a term of regulation which we have to abide  
17 by very strictly which lays down when and where we  
18 shall go to the Treasury Board for authority. Every  
19 quotation over \$15,000 we have to have two or more  
20 and accept the lowest bid; between \$15,000 and  
21 \$25,000, if we do not accept the lowest bid, we  
22 have to go to Treasury Board. Every contract over  
23 \$25,000 automatically goes to Treasury Board for  
24 approval.

25 THE CHAIRMAN: If you undertake to fulfil.  
26 an order and find you are overworked and cannot meet  
27 a certain deadline, can you sublet that out? Is  
28 that covered by statute?

29 MR. DUHAMEL: Yes, sir.

30 MR. WATT: Every order goes out on tender





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3 unless there is only one source of supply. We do  
4 have the odd instance where there is only one  
5 source of supply and I am thinking particularly  
6 of Punched cards.

7 COMMISSIONER JOHNSON: I have one or  
8 two questions. You put it out to tender, how do  
9 you get the names, is it a public advertisement  
10 for these tenders or is there a list?

11 MR. DUHAMEL: We have the list.

12 COMMISSIONER JOHNSON: Who provides the  
13 list?

14 MR. DUHAMEL: Well, printers are coming  
15 to our office and are asking to be put on our  
16 list. We examine their equipment, we have people  
17 go to their plant where they may have a small  
18 letter press or a medium offset or a book  
19 binder and so fourth.

20 COMMISSIONER JOHNSON: So you do not  
21 allow anyone to come along and make a bid?

22 MR. DUHAMEL: No, we are assigning  
23 tenders to five or six plants.

24 COMMISSIONER JOHNSON: It is a tender  
25 by invitation?

26 MR. DUHAMEL: By invitation, yes.

27 COMMISSIONER JOHNSON: And there is  
28 no patronage in that at all?

29 MR. DUHAMEL: Not at all.

30 COMMISSIONER JOHNSON: There are branches





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3 of the printing bureau elsewhere, how many are there?

4 MR. DUHAMEL: About 20 throughout Canada.  
5 Most of these are in Ottawa but they are also in  
6 Montreal, Quebec, Toronto and Vancouver. These are  
7 all small businesses or firms with Multilith and  
8 Gestetner but they are not printing books or  
9 booklets.

10 COMMISSIONER JOHNSON: What would be the  
11 largest of the branch offices?

12 MR. WATT: The largest one in Ottawa is  
13 in Cartier Square, National Defence Headquarters.

14 COMMISSIONER JOHNSON: What about Toronto,  
15 is that a big office?

16 MR. WATT: There are, I think, about  
17 fourteen or fifteen people.

18 COMMISSIONER JOHNSON: Altogether?

19 MR. WATT: The entire staff. May I add  
20 to that remark to clarify our position on these  
21 outside units. What we have done over the recent  
22 years, is, first of all, during the war years there  
23 were a number of departments who operated their  
24 own individual printing plant. We have gradually  
25 taken those over into the jurisdiction of the  
26 Queens Printer. I am thinking of the printing  
27 plant formally operated by the Dominion Bureau of  
28 Statistics that is now incorporated into our own  
29 unit. We have subsequently found there was a  
30







1  
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3 great wastage in government departments by using  
4 small office equipment, stencil machines,  
5 Gestetners and so forth. You would find a great  
6 number in one building and we have taken all that  
7 over and are operating these units in other places  
8 for the sole purpose of doing the type of work  
9 which these departments were doing themselves. We  
10 have taken out the Gestetner and put in a Multilith  
11 and we have the Multiliths in with our units.

12 COMMISSIONER JOHNSON: In Ottawa?

13 MR. WATT: And all the way across Canada,  
14 what we call centralization.

15 COMMISSIONER JOHNSON: This may have an  
16 indirect bearing on our terms of reference but  
17 I have heard criticism of the Queens Printer for  
18 being in the book selling business. You publish  
19 books on things about bees and how to play on  
20 Saturdays and material of that kind. Is that not  
21 competing with private enterprise?

22 MR. DUHAMEL: I do not think so because  
23 the editors, the commercial publishers are not very  
24 much interested in these publications. This type  
25 of publication is not made for best selling, it  
26 is just published as a service you are giving to  
27 Canadians. We have no complaints from the  
28 publishers. We may have complaints from the  
29 printers wanting to get more jobs from the printing  
30





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3 bureau but to my knowledge, for six months, I have  
4 not heard any complaints from any publisher in  
5 Canada.

6 THE CHAIRMAN: You mean the publisher  
7 of the magazines you print or do you have any  
8 complaints from the printers, the private printers?  
9 Well, I have a list of the publications with  
10 titles and you have the Canada Law Books, the  
11 patent record, Canadian representatives abroad,  
12 a catalogue of publications, monthly and yearly,  
13 Corps Diplomatique, foreign trade, Commerce  
14 Exterieur, labour gazette, Gazette du Travail.  
15 Knowing some of these publications such as these  
16 could not some of these publications be printed  
17 by private printers? Would this be impossible?

18 MR. DUHAMEL: It could be printed.

19 THE CHAIRMAN: Those are wonderful books  
20 but they look to me as if they would be a  
21 wonderful lot of work for private industry in a  
22 time of unemployment and I understand there are a number  
23 of printers unemployed. You say you are working  
24 at a peak load. You are paying overtime at the  
25 moment, double time and sometimes triple time and  
26 I know all about triple time. Yet, you are  
27 getting out all these publications, anyone of  
28 which could be handed over to a private printing  
29 plant.

30 MR. DUHAMEL: Many of them are printed





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3 outside.

4 THE CHAIRMAN: Not according to this  
5 list I have which is periodicals issued by the  
6 Department of Public Printing and Stationery  
7 printed by the Queens Printer. This is in your own  
8 brief and you will see the list of these publications  
9 in your own brief.

10 MR. DUHAMEL: We are speaking only of  
11 periodicals and the list that you have in your  
12 hands but we have many best sellers that are printed  
13 outside.

14 THE CHAIRMAN: There are many in addition  
15 to this?

16 MR. DUHAMEL: Yes.

17 THE CHAIRMAN: But I am saying, despite  
18 that, is it still not true that **in as much as you**  
19 **have to work** overtime and pay these exorbitant rates  
20 to print whatever you do print would it not be a  
21 sensible economic thing to hand some of **this** work  
22 out to private printers? Perhaps then you would  
23 not have to work overtime?

24 MR. DUHAMEL: I understand what you mean  
25 but with the work coming from the House even if we  
26 are giving these publications we print outside we  
27 should have the same night shift because the  
28 House adjourns at 10 o'clock in the evening and  
29 we have the French and English edition of Hansard,  
30 all the statutes, bills, everything.







1  
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3 THE CHAIRMAN: What is your staff when  
4 they are not printing Hansard? I suppose Hansard  
5 is the reason for your overtime when the House is  
6 in session?

7 MR. DUHAMEL: Yes, that is right.

8 THE CHAIRMAN: Supposing you only had  
9 to do Hansard plus some other publications would  
10 you still have to do overtime?

11 MR. DUHAMEL: I think so, in fact, I am  
12 quite convinced because of the short notice we have  
13 to do the job.

14 THE CHAIRMAN: During the parliamentary  
15 recess do you have overtime?

16 MR. DUHAMEL: No, no overtime.

17 MR. WATT: Our overtime depends on many  
18 factors; we do not work overtime on account of  
19 day work. As a rule we work overtime because some  
20 department had put extra demands on us and it is  
21 the only way to do it. You will recall that last  
22 year there were several days when the session of  
23 parliament was extremely long and we had to  
24 have our first copies out at 9 o'clock in the  
25 morning. In that case we must work overtime to  
26 do it. Last year parliament sat on quite a few  
27 public holidays -- I believe one was the civic  
28 holiday in August -- and we had to do Hansard  
29 and had to bring the staff in and pay them  
30 triple time. That is entirely up to parliament





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4 and it is usually the demands of parliament in one  
5 form or another, in the broadest sense, which requires  
6 overtime. I am thinking in terms of not parliament  
7 itself but what parliament is expecting other  
8 departments to produce within a time limit.

9 THE CHAIRMAN: Supposing the government  
10 or the Secretary of State decided as a matter of  
11 policy that publications such as these should not  
12 be sent to the printing bureau, that they should  
13 go to private industry. What would happen to you  
14 people? Would you still have enough work to keep  
15 you busy?

16 MR. WATT: I am sorry if I appear to be  
17 vague in answering your question but it depends on  
18 our particular plant loads at the time the work  
19 comes in. We do not do these things because we want  
20 to do them from our own personal point of view, we  
21 only do work in order to keep our plant in balance,  
22 men and equipment and chiefly the men, of course.  
23 Now, with a lot of these things that you are  
24 referring to ---

25 THE CHAIRMAN: If you did not print these  
26 publications, the publications you list in your  
27 submission, if you did not print these for the  
28 government -- if the government had a policy, if  
29 the Secretary of State had a policy under which  
30 publications of this character must go to private





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3 industry would your printing plant, the printing  
4 bureau, be idle for great periods or would you  
5 still have enough work to keep you busy with the  
6 other publications which you print?

7 MR. WATT: We would have to make a  
8 reassessment of our production output to make a  
9 statement on that. You have two lists there, one  
10 of things which we do and also a second list.

11 THE CHAIRMAN: You have listed the  
12 Canada Gazette, part 1, Privy Council; Canada  
13 Gazette, Part 11 and Canada Law Reports, Supreme  
14 and Exchequer Courts, you have Patent Record,  
15 Weekly, Secretary of State; Canadian Representative  
16 Abroad, External Affairs; a magazine called  
17 Citizen for Citizenship and Immigration and a  
18 catalogue of publications, monthly and yearly;  
19 you have Corps Diplomatique; Foreign Trade; Labour  
20 Gazette. Supposing the government said, "Now,  
21 look, there is a depression in the printing industry  
22 and we are going to farm out some of this work to  
23 private industry instead of sending it to the  
24 printing bureau". What would that do to the  
25 printing bureau? Would that mean you would have long  
26 periods of idleness in your bureau or would you  
27 still have enough work to keep you going and not  
28 have people working overtime?

29 MR. WATT: I can only say we would have to  
30 make an assessment of it. Perhaps what you say is







1  
2  
3 partly true, there would be certain people we would  
4 have to let go at certain times.

5 THE CHAIRMAN: Tell me about these  
6 branches you have. How autonomous are they?

7 MR. WATT: They report directly to the  
8 head office in Ottawa.

9 THE CHAIRMAN: They take orders that you  
10 send them?

11 MR. WATT: No, they take orders from the  
12 departments locally.

13 THE CHAIRMAN: Do they take them on their  
14 own or are they submitted to you?

15 MR. WATT: No sir, they are submitted  
16 directly from the Department in the locality right  
17 to the unit.

18 THE CHAIRMAN: Do they tender also and  
19 take the lowest tender?

20 MR. WATT: It is very confusing; the  
21 value of the orders done by our field units is  
22 something under ten dollars per order, they are all  
23 small ones. Now, if they do have a job which they  
24 are not equipped to handle, within certain  
25 limitations they go and tender for local printers.  
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(Duhamel, Watt - 104 -  
St. Arnaud)

Over and above a certain dollar value depending upon locality, of \$200.00 or \$250.00, they come back to Ottawa and we go up and tender.

THE CHAIRMAN: Are they usually buy, these people?

MR. WATT: Yes sir, they are busy.

THE CHAIRMAN: What happens when they are not busy?

MR. WATT: We funnel work from one unit to another, to keep an even balance.

COMMISSIONER JOHNSTON: What are these books that are advertising -- pamphlets? I get them at my house. Are any of them profitable -- any of them useful? That is two questions. First, are any of them profitable?

MR. DUHAMEL: Money-wise, you mean?

COMMISSIONER JOHNSTON: Yes.

MR. DUHAMEL: No.

MR. WATT: Some of them may be.

MR. DUHAMEL: Some of them, but not regularly because we are selling at cost.

COMMISSIONER JOHNSTON: Have you an editor in that department?

MR. ST. ARNAUD: Well, we have editors of the Canada Gazette and the editor of Statutes. Parliament is the author of the statutes and is not the publisher. We publish the statutes, and the Canada Gazette Part I and Part II. We have





(Duhamel, Watt, - 105 -  
St. Arnaud)

1  
2 only three editors for the whole bureau. We are  
3 printing and publishing for the department, but we  
4 are only the author of our catalogues and our annual  
5 report.  
6

7 COMMISSIONER JOHNSTON: So, if the  
8 Department of Defence asks for you to print a pamphlet  
9 telling people how to have fun and games on a  
10 Saturday night, you just print it?

11 MR. ST. ARNAUD: Well, we have a demand --  
12 I will speak of one publication called "How to Play  
13 Hockey". That was printed for their own members  
14 of the forces, and they had a demand from the public,  
15 so we consulted book sellers across Canada and  
16 editors, and there were no publications of that kind.  
17 We were very careful, and that was recommended by  
18 the Canadian Amateur Hockey Association, and they  
19 wanted 10,000 copies themselves.

20 COMMISSIONER JOHNSTON: Did you sell them?

21 MR. ST. ARNAUD: Yes, at cost, to the  
22 Canadian Amateur Hockey Association. To the  
23 public we made a certain profit on it, if we can  
24 speak of a profit as recovering the cost of printing  
25 and maybe some other costs, because we are not  
26 there to make money in selling publications. We  
27 do not even think of that. But, this is a special  
28 case -- this publication.

29 THE CHAIRMAN: How to Play Hockey?

30 MR. ST. ARNAUD: Yes, it happens to be an

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1  
2 R.C.A.F. publication that was in demand by the  
3 public.

4 THE CHAIRMAN: You have no control over  
5 these? They just send them to you?

6 MR. ST. ARNAUD: We have no control over  
7 what is issued by the department.

8 THE CHAIRMAN: You said there were no  
9 editors in the printing bureau: no one at all reads  
10 this copy?

11 MR. ST. ARNAUD: Just for the Canada Gazette  
12 and statutes and our own annual report.

13 THE CHAIRMAN: I seem to remember that  
14 three or four years ago some changes were, in fact,  
15 made in a report by the Queen's printer: he said  
16 they were not substantial changes, and other people  
17 thought they were.

18 MR. ST. ARNAUD: This is an historical  
19 event.

20 THE CHAIRMAN: Well, about the editors:  
21 I am told there are something like twenty editors  
22 in the various government departments. Do they  
23 come to you with their copy?

24 MR. ST. ARNAUD: Yes, there are editors  
25 in both government departments assembling the  
26 material through authors: as far as we are concerned,  
27 we call the departments authors, because the author  
28 writes the book.

29 THE CHAIRMAN: Who reads the proofs?  
30





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Duhamel, Watt, - 107 -  
St. Arnaud)

MR. ST. ARNAUD: We read the first proofs  
and they have the responsibility for the proofs.

THE CHAIRMAN: They make the final  
corrections?

MR. ST. ARNAUD: Yes; we never add a word  
except when we want to make history.

THE CHAIRMAN: Well, you made it.  
Thank you very much, gentlemen.





SUBMISSION OF THE CANADIAN LABOUR CONGRESS

EXHIBIT NO. 0-68: Brief of Canadian  
Labour Congress.

APPEARANCE:

Mr. Claude Jodoin

MR. JODOIN: Mr. Chairman and Commissioners,  
this afternoon I am accompanied by Mr. Andras, director of  
our legislative department who has followed this  
procedure very closely. It was very agreeable for  
us, sir, to accept your kind invitation to make our  
presentation ahead of time. We were scheduled to be  
here tomorrow afternoon, and thus we have wired some  
colleagues of ours in the printing trade unions who  
would have been in attendance that due to this, may  
I say, privilege and advantage that it would be  
impossible for them to be here in the form of being  
represented personally, but I gather you will accept,  
sir, that they are here in spirit.

THE CHAIRMAN: Certainly.

MR. JODOIN: And that they agree with the  
representations to be made.

The Canadian Labour Congress appears  
before you on its own behalf and on behalf of affiliated  
unions in the printing industry. It does so as  
a wholly Canadian organization representing over one  
million members who, together with their families,  
comprise about a fourth of the Canadian population.







(Jodoin)

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3 The Congress has asked to appear before you because,  
4 like other Canadian institutions, it believes not  
5 only in Canadian political independence but in the  
6 development and maintenance of a distinctive Canadian  
7 culture and personality.

8 By comparison with some other countries,  
9 Canada has not been a nation for very long and has yet  
10 to celebrate its first hundredth anniversary. It has  
11 had to go through many stages in its development.  
12 It is but recently that it has become keenly aware of  
13 the fact that though in the eyes of the world it is  
14 a sovereign power, it is in other terms of  
15 nationhood deficient in many respects. Your terms  
16 of reference preclude comment about the domination  
17 of the Canadian economy by foreign interests and  
18 we will refrain accordingly. We could comment at  
19 length also on the factors which have made it so difficult  
20 for Canada to develop a creative expression of its  
21 own but this again is not entirely germane to your  
22 undertaking. We will simply state by way of preface  
23 and in briefest terms what we consider to be the  
24 **crux** of the problem which has led to the  
25 establishment of this Commission.

26 Small in population, with a heritage derived  
27 from two great and still vital cultures, with a constant  
28 inflow of other cultural influences, and with  
29 close proximity to the United States, the  
30 opportunity for Canada to develop a cultural character

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3 of its own has so far been extremely limited. The  
4 needs of the pioneering period and the impetus of  
5 industrial expansion led to a reliance on others in  
6 the field of the creative arts. It is only recently  
7 that Canadian painters, dramatists, composers and  
8 other artists have been able to produce and find a  
9 market for material that is authentically Canadian.  
10 Even now that market is limited and altogether too  
11 many talented Canadians have had to look abroad if  
12 they were to make a living as artists. The high  
13 literacy rate in Canada which might otherwise have  
14 led to a powerful periodical press and a substantial  
15 book publishing industry has been frustrated in part  
16 by the relatively small population and by the enormous  
17 volume of books and periodicals from the United  
18 States. Were it not for the daily press, which has  
19 unique opportunities for survival, Canadians would by  
20 now have been habituated almost entirely to  
21 American publications as they already are to American  
22 movies and American television.

23 Canadian daily and weekly newspapers present  
24 a picture of Canadian life against which there can be  
25 no successful competition. Even if these papers  
26 were to be controlled by foreign interests, they  
27 would still have to satisfy the demand for news  
28 and features largely Canadian in content. Accordingly,  
29 while the newspapers have problems of their own,  
30 foreign competition is limited. To the extent





1  
2 that American, British or other newspapers are read,  
3 they tend to supplement rather than substitute for  
4 the Canadian press.

5           This unique advantage of the daily or weekly  
6 newspaper is not enjoyed by the periodical press. The  
7 motives for reading magazines are different, the choice  
8 among magazines is infinitely wider, and the  
9 opportunities for survival of Canadian magazines  
10 are consequently very much smaller. The reasons for  
11 this are varied. One of these, perhaps the most  
12 significant, is the very success with which the colour  
13 and dynamism of American life have won over Canada  
14 and become part of our own pattern of life. There  
15 is nothing unfamiliar about American ways, American  
16 customs, American tastes, American goods.  
17 Accordingly, the same magazine articles that appeal  
18 to American readers have no less an appeal in Canada,  
19 even if the subject matter is wholly American in  
20 content. It is impossible to live next door to a  
21 giant and not to fall within his shadow. Another  
22 reason for the success of American publications in  
23 Canada, flowing from the reasons we have just given,  
24 is the simple matter of unit costs. With the  
25 Canadian market psychologically conditioned to  
26 American publications, it is simply a matter of shipping  
27 across the border what might otherwise be nothing more  
28 than an over-run. Where the successful American  
29 magazine operates its presses for a run of millions ,  
30







1  
2 the successful Canadian magazine can at best hope to  
3 run a few hundred thousand. It is no wonder, therefore,  
4 that Canadian magazines on the newsstands have to  
5 vie with literally dozens of American competitors,  
6 and that certain types of magazines are not published  
7 in Canada at all, Canadian readers relying exclusively  
8 on American or other sources.  
9

10 In general terms, we are not dealing with  
11 the quality of American periodicals. Some are  
12 excellent; some are appalling. We venture to say that  
13 the same would be true if Canada were to publish a  
14 whole range of magazines from the sex and crime pulps  
15 to the slick magazines of the "Harper's" and "Atlantic"  
16 variety. Our main concern is that the influence  
17 of American publications is now such that it  
18 becomes difficult if not impossible for Canadian  
19 periodicals to survive and to encourage the work of  
20 Canadian writers, illustrators, editors and publishers  
21 and those employed in the graphic arts industries  
22 generally. Our loss is not only to be measured in  
23 terms of jobs and creative opportunities, or of profits  
24 for printers and publishers. This in itself is serious  
25 enough to give concern. What is perhaps more  
26 enduringly serious is the fact that without a Canadian  
27 literature, periodical or otherwise, there can be  
28 no distinctive Canadian character. We will  
29 continue as we have been for altogether too long,  
30 the marginal consumer of others' cultural leftovers.





1  
2 We wish to make one point plain. We are  
3 in no way opposed to the continued accessibility to  
4 Canadians of publications whatever their origin. We  
5 take pride in the fact that we live in a free society  
6 and that, apart from occasional interference by  
7 official or private busy-bodies, we are free to read  
8 what we please. But it is distasteful to us to see  
9 Canada used simply as a convenient dumping ground,  
10 however popular the dumpage, when the price we pay for  
11 it is continuing literary and cultural immaturity.  
12 We repeat: we are for complete freedom of  
13 expression, freedom of the press, freedom to read.  
14 But we think at the same time that in the interests  
15 of developing our native character we should take some  
16 steps to give our own periodical press at least a  
17 fighting chance for survival. It is difficult in any  
18 event for a young and small country in terms of  
19 population to retain an identity. It is all the more  
20 difficult when our two principal languages,  
21 English and French, are so universally used and so much  
22 a part of the mainstreams of great cultural traditions,  
23 that we are all but overwhelmed.

24 The numerous advantages enjoyed in Canada  
25 by American magazine publishers have already been  
26 outlined to you in previous representations and we  
27 do not think there is any point in describing them  
28 to you again. Their very success in a foreign  
29 country is evidence enough. It is solutions rather  
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2 than causes that brings us here today.

3           A variety of solutions present themselves!  
4 One of these presumably could be a tariff on foreign  
5 publications set high enough to discourage the import  
6 of more than a relatively small quantity. This would  
7 have either of two results: it could cut off the  
8 importation of most magazines or encourage their  
9 publishers to set up plants in Canada if the volume  
10 of sales were large enough to warrant it. This  
11 was done some thirty years ago and for the period  
12 during which tariffs were maintained a considerable  
13 number of American publishers located plants in  
14 Canada. This resulted in a marked expansion of  
15 employment and business in the Canadian printing industry  
16 which was all to the good, but we doubt that it  
17 made any significant change in the type of reading  
18 matter that was available. In terms of employment.  
19 especially in view of the current high level of  
20 unemployment, this would be an important step.

21           There was more recently a tax on the  
22 advertising revenues on foreign magazines circulated  
23 in Canada and carrying Canadian advertising, unless  
24 the publications' editorial content was at least  
25 75 per cent Canadian in origin. This tax, since  
26 rescinded, had the effect of withdrawing from Canada  
27 five magazines from the United States and a French  
28 language one from Belgium. Two other magazines, Time and  
29 Reader's Digest, continued to publish special editions.  
30 The relief for the Canadian magazines which competed  
with those







(Jodoin)

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2 withdrawn was very temporary. Repeal of the tax  
3 in about two years gave American publications a fresh  
4 start. We have no objections in principle to a tax  
5 of this kind. Our feelings are perhaps coloured  
6 by the objection we take to a magazine styling itself  
7 "Canadian Edition" when in fact the Canadian content  
8 is insignificant. The establishment of a Canadian  
9 edition thus becomes merely a convenient means of  
10 syphoning off Canadian revenue. In the case of  
11 the Reader's Digest which has for a long time had a  
12 Canadian edition, there is at least the consolation  
13 that this publication is printed in Canada, giving  
14 employment to Canadians. Moreover it does not  
15 pretend to be what it is not. If reimposition of  
16 such a tax would give Canadian periodicals a greater  
17 chance for survival while still making foreign  
18 publications available, we would be inclined to  
19 commend it for your consideration. We would  
20 suggest that if such a tax were to be imposed, it  
21 should be high enough to accomplish the desired  
22 result but not higher. Apparently the 20 per  
23 cent rate which was in effect from 1956 to 1958 was  
24 effective.  
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3 It would be desirable, if possible to  
4 insist on a Canadian content in so-called Canadian  
5 editions of foreign publications. It is obviously  
6 easier to do this with respect to radio and television  
7 since these media of communications can be and are  
8 subject to licensing and control under federal  
9 statute. The tax referred to in the preceding  
10 paragraph did set out a content requirement but it  
11 was presumably too high to produce this desired  
12 result. We think further consideration should be  
13 given to the question as to how higher Canadian  
14 content or any Canadian content at all could be  
15 required of foreign publications entering Canada.  
16 Obviously it is difficult if not impossible to make this  
17 as a general proposition. It would not be applicable  
18 to scientific and technical journals whose editors  
19 presumably select articles on the basis of their  
20 merit and intrinsic value rather than on the country  
21 of origin of their authors or of the publication  
22 itself. Going to the opposite extreme, injecting  
23 a Canadian content into the magazines of the crime  
24 or true confession variety, would hardly be conducive  
25 to enhancing our sense of national pride or encourage  
26 anything remotely resembling a Canadian literature.  
27 Again, it would be difficult to impose this sort  
28 of condition on magazines dealing with the creative  
29 arts since art speaks a universal language. Where,  
30 presumably, such a condition could be imposed, would





(Jodoin)

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3 be in that class of magazine which has a general and  
4 rather popular appeal and which for that very reason  
5 represents the greatest threat to the continued  
6 existence of Canadian periodicals. We feel bound  
7 to confess that we consider this a very difficult  
8 recommendation to implement and we would therefore  
9 make one major modification of it: that those foreign  
10 publications which identify themselves as being  
11 Canadian editions should not be able to do so without  
12 a very substantial portion of their publication being  
13 Canadian in content, written by Canadians and printed  
14 in Canada. We could carry this further and suggest  
15 the requirement that those magazines which allow split  
16 run advertising should also be required to have a  
17 certain proportion of Canadian content for that part  
18 of their circulation which enters Canada.

19 These proposals would not prevent foreign  
20 publications, principally American from entering  
21 Canada. They would merely impede them or make it  
22 less profitable to do so. It might well be that  
23 notwithstanding these measures, American magazines  
24 could still cross the border and still threaten  
25 the continued existence of Canadian magazines. How  
26 can this be remedied if at all? There are, of course,  
27 a number of ways in which governments have come to  
28 the aid of ailing industries. Some we have already  
29 referred to: tariffs and discriminatory taxes.  
30 Others include subsidies and subventions; still others,







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3 more favourable freight rates. If, as the creation of  
4 this Royal Commission would imply, the present  
5 government is seriously concerned about the future of  
6 the Canadian periodical press, it should presumably  
7 adopt fiscal measures which would allow Canadian  
8 periodicals to remain viable. The difficulty as we  
9 see it is that the periodical press is not, in terms  
10 of such assistance, as easy to identify and for  
11 remedial measures to be justified as is the case, for  
12 example, with Nova Scotia coal. If some periodicals  
13 go to the wall, it may well be that they deserve to  
14 do so because of managerial incompetence, or poor  
15 editorial policy, or for some other reason totally  
16 unrelated to the competition of American periodicals.  
17 It is also easier, we are bound to concede, to justify  
18 relief for a coal mining community whose mines have  
19 been shut down than for a publication whose closure  
20 would not have the same obvious economic consequences.  
21 Nonetheless, we believe that the elimination or a  
22 marked curtailment in the activity of the native  
23 periodical press could in its way be as catastrophic  
24 to the people of Canada as the shutdown of the coal  
25 mines to the Maritime provinces.

26 While we have confined ourselves so far  
27 to the question of the periodical press, we feel  
28 strongly as well about the publication of books in  
29 Canada. Here again the situation is not encouraging.  
30 Once more the reasons are obvious. There is a vast





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3 importation of books from the United States, from the  
4 United Kingdom, from other countries as well, in  
5 English, French and other languages. This we would  
6 not wish to prevent even if we could. What we would  
7 like to see, however, is an opportunity greater  
8 than at present for Canadian authors to publish their  
9 works and more particularly to do so in Canada. It  
10 is somewhat of a paradox to us that a book written by  
11 a Canadian author on the Canadian scene should be  
12 printed in the United States or in Great Britain.  
13 You have already been given instances of this and we  
14 do not propose to repeat them. So far as the  
15 encouragement of Canadian writers is concerned, there  
16 are already ways and means of doing so: through  
17 literary contests, national awards and the like.  
18 What we should like to see is the publication of Canadian  
19 books by Canadian authors in Canada. Here again there  
20 are problems as to how this is to be accomplished while  
21 still maintaining a decent level of literary  
22 achievement. We would merely reiterate here that what  
23 we consider desirable is that when good Canadian  
24 books are written they should be published in Canada  
25 and not be sold as something foreign to their own  
26 people. We need hardly stress the point that if  
27 Canadian books are to be well known in Canada, they  
28 need a Canadian press, daily as well as periodical,  
29 in which they can be drawn to the attention of  
30 Canadian readers.





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2 What we have said so far has appeared to  
3 deal mainly with American publications but the same  
4 can be said about publications from the European  
5 continent in the French language. The French-Canadian  
6 periodical press and book publishing industry feel the  
7 same effects as the English language periodicals  
8 and publishers. Here, if anything, a struggle for  
9 cultural survival is even grimmer. It is not merely  
10 that Canada is and should remain a bi-cultural country.  
11 It is important that the two cultures which together  
12 somehow make up the Canadian character should be  
13 genuinely Canadian and not merely the borrowings from  
14 other countries. We urge you to keep the needs of  
15 French-Canada in mind as well as of English-Canada.

16 We have one final point to make and that is  
17 in connection with the printing industry. In one  
18 respect, it is an industry not unlike any other.  
19 It exists because people have invested in it in the  
20 hope of getting a return on their capital. But it  
21 is also an indispensable prerequisite to the right of  
22 freedom of expression through the printed word. We  
23 dare not conceive of a situation in Canada where  
24 it may be difficult or even impossible to find a printer  
25 to print a pamphlet, a book or a magazine. Perhaps  
26 it is inconceivable, we cannot say. But there is  
27 no gainsaying the fact that an enormous amount of  
28 printed advertising matter enters this country,  
29 especially from the United States, that is a direct  
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3 and continuing threat to the existence of our  
4 printing establishments. This is, of course, no  
5 different than the importation of a great many other  
6 things from the United States and here the whole  
7 question of survival of our secondary industries  
8 becomes involved. We do not wish to enter into  
9 discussion on the broader issue since it is beyond your  
10 terms of reference. But in terms of the printing  
11 industry alone, it may be well to consider the  
12 consequences of the large-scale importation of  
13 American printed matter used for advertising and other  
14 purpose. We confess that it is mortifying to us to  
15 be handed a colourful brochure describing and  
16 illustrating the Parliament of Canada only to find  
17 that it was printed in the United States. We do not  
18 pretend that we can generalize from this single example  
19 but it has become all too evident that the economies  
20 of the large-scale printing in the United States  
21 and the ease with which this material enters Canada  
22 pose a real threat to the printing industry and to  
23 its employees. To the extent that the printing  
24 industry looks for part of its livelihood to the  
25 periodical press, the threat is compounded. We  
26 wish to draw this to your attention and hope that  
27 you will arrive at conclusions that will take it into  
28 account. Respectfully submitted.

29 Mr. Chairman and members of the Commission,  
30 there is an annex to the brief. I take it that...





(Jodoin)

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THE CHAIRMAN: Take it as read.

MR. JODOIN: I don't think it is necessary to read it, especially as it deals with the comment made by Dr. Watson Kirkconnell about his thoughts about the printing trade unions and their activities.

THE CHAIRMAN: We will put it in our record.

MR. JODOIN: Thank you very much.

THE CHAIRMAN: Mr. Johnston, would you like to ask any questions?

COMMISSIONER JOHNSTON: I don't think so, Mr. Chairman.

THE CHAIRMAN: I want to ask one: are you sure, Mr. Jodoin, of the figures given for the weekly job printing rates? I notice you have Ottawa down as 94.69. Aren't those rates based on an hourly wage instead of weekly?

MR. JODOIN: I will ask Mr. Andras to answer that.

MR. ANDRAS: Mr. Chairman, it is our understanding -- we got this information from the typographical union, and the rates shown in the collective agreement are on a weekly base.

THE CHAIRMAN: I was under the impression that our rates were higher.

MR. ANDRAS: I hope they are, Mr. Chairman.

MR. CHAIRMAN: You have been hoping that for a long time. It doesn't matter, really; they are roughly right; but I thought they were higher.





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3 MR. ANDRAS: Newspaper rates are higher  
4 than public rates. You are a much better employer  
5 than the commercial printers.

6 THE CHAIRMAN: We were giving that ten  
7 years ago.

8 MR. ANDRAS: I am glad to hear that.

9 THE CHAIRMAN: Thank you very much, Mr.  
10 Jodoin, for a very interesting submission.

11 ANNEX TO BRIEF . Our  
12 purpose in adding this supplement to the brief is to  
13 deal with a comment made recently before you by Dr.  
14 Watson Kirkconnell. According to a Canadian Press  
15 despatch which appeared on December 1st, Dr. Kirkconnell  
16 is reported to have said that mounting labour costs  
17 rather than foreign competition are the root of the  
18 difficulty in which Canadian periodicals find  
19 themselves and that he suspects that the International  
20 Typographical Union "had a real share in the  
21 catastrophe".

22 We are at a loss to understand why Dr.  
23 Kirkconnell singled out the International  
24 Typographical Union in view of the fact that several  
25 printing trades unions engage in collective  
26 bargaining with magazine publishers. We find it  
27 equally hard to determine in just what way this  
28 particular union, almost by itself, has contributed  
29 to the "catastrophe".

30 The International Typographical Union







(Jodoin)

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2  
3 is one of the oldest unions in North America. Its  
4 reputation is sound. Its relations with employers  
5 are long-established, stable and mature. In view of  
6 the evidence advanced before you of the advantages  
7 enjoyed by foreign periodicals, principally American  
8 -- low unit costs, over-runs, favourable postal rates,  
9 etc. -- we simply refuse to accept at face value the  
10 allegations made by Dr. Kirkconnell.

11 As a matter of record, we wish to place  
12 before you current rates for members of the International  
13 Typographical Union in job printing in various  
14 Canadian cities, together with rates in various  
15 American cities. We believe these will demonstrate  
16 beyond any doubt that it is not the labour rate that  
17 is the focal point for concern so far as Canadian  
18 periodicals are concerned.  
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ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

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Weekly Job Printing Rates (Day Shift)

Canada

<u>City</u>	<u>Rate</u>	<u>City</u>	<u>Rate</u>
Halifax	\$75.00	Winnipeg	91.45 & 93.00
Sydney	65.20	Brandon	80.00
Fredericton	74.00 to 78.00		
St. John	69.20	<u>U.S.A.</u>	
Montreal	94.69	Louisville, Ky. (Fawcette Publications)	119.63 & 123.38
Toronto	102.56 to 103.88	Dayton, O. (McCall Corp)	131.88 & 133.75
Sault Ste. Marie	97.50 & 100.00	New York	128.25 & 132.25
Fort William	97.20 & 100.40	Chicago	128.00
St. Catherines	97.00	Philadelphia	116.00 & 118.00
Ottawa	94.69		
Hamilton	93.00 to 100.36		
London	92.80 & 95.20		
Windsor	92.63		
Lethbridge	92.00		
Brantford	87.75 & 90.00		
Galt	84.00		
Sarnia	83.20		
Sudbury	81.38 & 83.25		
Stratford	78.00		
Guelph	76.80		
Kitchener- Waterloo	74.00		

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1911

(1) 2000

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

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Weekly Job Printing Rates (Day Shift)  
continued

Canada

<u>City</u>	<u>Rate</u>
Regina	\$ 90.40
Moose Jaw	86.00
Saskatoon	84.60
Prince Albert	83.40 & 87.00
Edmonton	92.00
Calgary	90.00
Red Deer	88.00
Prince Rupert	114.75
Vancouver	112.50
Prince George	109.20 & 112.00
Victoria	105.00
New Westminster	101.20 - 108.00
Vernon	99.20 - 103.60
Nelson	97.00 & 98.80
Nanaimo	95.20 & 98.00

(Source: ITU Headquarters, Indianapolis. We are prepared to cite rates in other American cities on request, where available).

It may be seen from the foregoing that rates for ITU members in Canada are not high, considering the skilled nature of the trade and the long period of apprenticeship. It may be seen also







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that rates follow a common Canadian pattern: they are relatively low in the east and relatively high on the west coast. The American rates shown above indicate that rates alone are not a factor in the competitive success of American publications.

With respect to "mounting labour costs", we have checked changes in wage rates for "Printing and Publishing Other than Daily Newspapers". Using 1949 as the base ( 1949 = 100 ), we find that the index for this industry stood at 168.7 in 1959. The General Index -- all industries -- stood at 169.5, or slightly higher than for the foregoing. A number of other industries exceeded "Printing and Publishing Other than Daily Newspapers" in terms of wage rates over the ten-year period:

<u>Industry</u>	<u>Index at 1959 (1949 = 100)</u>
Logging	176.5
Mining (other than gold)	175.0
Foods and Beverages	170.8
Tobacco, Cigars and Cigarettes	193.3
Paper Products	179.1
Printing and Publishing Daily Newspapers	183.5
Iron and Steel Products	176.6
Transportation Equipment	172.8
Brass and Copper Products	179.1
Electrical Apparatus and Supplies	170.9





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continued:

Clay Products	178.0
Petroleum Refining and Products	185.2
Chemical Products	183.0
Construction	180.7
Transportation, Storage and Communication	174.3
Electric Light and Power	200.6

(Source: Wage Rates and Hours of Labour, 1959:  
Table A; Department of Labour, Ottawa).

We consider that the foregoing table effectively answers the implication that mounting labour costs are the villain in the piece. Quite obviously typesetters and other trades and occupations in the printing and publishing field were less successful than workers in a variety of other industries in getting their wage rates up. Just as obviously, wage rates as a whole rose during the ten-year period under review. We must conclude that Dr. Kirkconnell was speaking from less than full knowledge of the facts.





THE CHAIRMAN: Now, Mr. Kenyon is here.

SUBMISSION OF MAGAZINE PUBLISHERS  
ASSOCIATION

APPEARANCE:

Robert E. Kenyon, Jr.

THE SECRETARY: This brief, Mr. Chairman,  
will be Exhibit O-69.

MR. KENYON: I am Robert E. Kenyon, Jr.,  
President of the Magazine Publishers Association,  
New York City.

I should say in starting, Mr. Chairman,  
that my Association represents the majority of  
the consumer magazines in the United States. We  
do have some business paper companies and we do have  
some farm papers and other specialized papers, but  
essentially it is a consumers magazine organization.

COMMISSIONER JOHNSTON: Has it any  
Canadian members?

MR. KENYON: No.

THE CHAIRMAN: Would you represent  
magazines like the Atlantic and Harpers?

MR. KENYON: Yes. It would be easier  
to name the ones we don't represent than to list  
the ones we do represent.

I am the President and the full time  
executive head, and I would like to say, to  
begin with, that we do appreciate this  
opportunity to present our thoughts on the problems







(Kenyon)

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1  
2 you are considering.

3 We agree heartily with you that magazines  
4 add to the richness and variety of national life and  
5 are in fact essential to the culture and unity of  
6 any country. This is true of the United States, of  
7 Great Britain, of any nation in the world, as well as  
8 of Canada. Your concern that Canadian magazines are  
9 able to fulfill this purpose is one we can appreciate.  
10

11 In considering whether or not the growth of  
12 United States periodicals, let alone their existence,  
13 has prejudicially affected the publication of  
14 Canadian magazines, we would like to review with you  
15 certain basic trends in the development of all  
16 magazines.

17 We have examined these figures and believe  
18 they indicate no intent on the part of United States  
19 magazines to impede the growth and well being of  
20 Canadian magazines. We believe the figures would,  
21 on the other hand, tend to show that parallels exist  
22 in the development of magazine circulation and  
23 advertising volume in both United States and Canada,  
24 and that magazines in both countries have had to  
25 contend with competitive factors originating on  
26 each one's side of the border rather than across  
27 it.

28 I would like to show you a series of  
29 charts (which are related to the tables you will  
30 find in the text here) which will capsulize the





1  
2  
3 information which leads us to the foregoing  
4 conclusions. You will appreciate that these are  
5 only highspot figures and are not intended to be  
6 comprehensive treatises on the subject. They do,  
7 in our opinion, represent in summary fashion certain  
8 conditions in periodical industry.

9 The first table, my first chart  
10 just hold these here -- shows circulation trends  
11 both of United States and Canadian periodicals.  
12 The top line, or the red line, shows the growth  
13 from 1940 to 1950 to 1960 of total United States  
14 circulation. There has been an increase from 1950  
15 to 1960 of 20 per cent. There has been an increase  
16 in international editions of United States magazines  
17 -- and this does not include any Canadian -- this  
18 is around the world except in Canada -- the increase  
19 here has been 69 per cent from 1950 to 1960.

20 The yellow line here is Canadian magazines,  
21 and while there was a good increase from 1940 to 1950  
22 of about 53 per cent there has been a levelling  
23 off in the trend from 1950 to 1960.

24 The blue line represents the circulation  
25 in Canada of United States periodicals -- the so-  
26 called overflow circulation -- and this has  
27 increased a matter of 43 per cent from 1950 to  
28 1960, which is less, you will note, the  
29 international increase.

30 Then we have, on this purple line,





1  
2 the weekly weekend magazines which show an increase  
3 from 1950 to 1960 as well as from 1940 to 1950.

4 I think these are the highlights of  
5 this chart.

6 THE SECRETARY: The chart referred to  
7 will be Exhibit O-70.  
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TABLE 1. CIRCULATION TRENDS UNITED STATES AND CANADIAN PERIODICALS

	<u>1940</u>	<u>1950</u>	<u>1960</u>
U.S. Magazines, Total circulation	98,817,238	156,259,540	187,913,626
Foreign Circulation, U.S. magazines	605,015	1,632,158	3,440,327
Canadian Circulation, U.S. Magazines	2,846,297	4,831,320	6,967,474
International Editions, U.S. Magazines	-	6,238,962	10,484,509
Canadian Magazines, Total Circulation	3,069,335	5,551,230	6,397,224
Excluding Reader's Digest & Time	3,069,335	4,695,600	5,124,042
Canadian Weekend Magazines Circulation	709,739	2,066,164	3,280,269

In Table I, the circulation figures are based on published data of the Audit Bureau of Circulation; an organization which, as you know, includes advertising and periodical members and directors from both Canada and the U.S.

"Foreign Circulation" is that part of domestic editions distributed outside the U.S., except in Canada. "International Editions" are those editions distributed around the world, except Canada. Following ABC categories, "Canadian Magazines" are shown with and without Reader's Digest and Time.

While total U.S. circulation grew at a rate of 20 per cent from 1950 to 1960, in the





1  
2 same period, foreign and international grew at  
3 faster rates, 113 per cent and 69 per cent,  
4 respectively. Neither of these latter categories  
5 include Canada. The increases in the Canadian  
6 circulation of domestic editions, the so-called  
7 overflow circulation, was at a lesser rate, 46 per  
8 cent, and amounted to about two million copies.

9  
10 It's important to note that the  
11 percentage of overflow has remained relatively  
12 stable. In 1940 it was 2.8 per cent; in 1950,  
13 3 per cent; in 1960, 3.7 per cent. If it should get  
14 much higher, many U.S. advertisers, who may not be  
15 selling their products and services in Canada, might  
16 well insist on a rebate for circulation they could  
17 not use.

18 While there was a 53 per cent increase  
19 in the circulation of Canadian magazines from 1940  
20 to 1950, the rate of growth fell off in the next  
21 decade, with a greater gain for the Canadian  
22 editions of U.S. magazines. Yet the gain of less  
23 than half a million in the last decade surely was  
24 not enough to be regarded as prejudicial.

25 The conclusion we draw from the  
26 foregoing circulation figures and comparisons is  
27 that the periodical press has shown satisfactory  
28 growth throughout; some parts a bit more than  
29 others; but all a reflection that people on both  
30 sides of our invisible border are ready to buy,

The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the conservation of energy and the principle of the conservation of momentum. The structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the conservation of energy and the principle of the conservation of momentum. The structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the conservation of energy and the principle of the conservation of momentum.

The second part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the conservation of energy and the principle of the conservation of momentum. The structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the conservation of energy and the principle of the conservation of momentum. The structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the conservation of energy and the principle of the conservation of momentum.



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through subscription or in single copies, the many good periodicals that we all publish.

TABLE II. ADVERTISING LINAGE  
UNITED STATES AND CANADIAN PERIODICALS

	<u>1940</u>	<u>1950</u>	<u>1960</u>
U.S. Magazines	25,691,301	40,278,688	39,500,000
International Editions U.S. Magazines		2,251,451	10,000,000
Canadian Magazines	2,232,183	4,748,648	4,182,792
Excluding Reader's Digest & Time	2,232,183	3,891,687	2,870,557
Canadian Weekend Magazines (1941)	1,386,805	2,487,400	3,758,059

THE SECRETARY: This will be Exhibit O-71.

MR.KENYON: Table II reports the advertising lineage of U.S. and Canadian periodicals. Again following the reporting practice of Printers' Ink and Advertising Age, we have shown lineage figures for Canadian magazines with and without Reader's Digest and Time. The notable gain in lineage is in the International Editions of U.S. Magazines, which, again, does not include those in Canada. Magazines in the U.S., you will see, had a lineage loss in 1960 from the 1950 total.

While the loss in lineage for Canadian magazines is nothing to cheer about, it nonetheless does not seem of sufficient proportion to be prejudicial. There are, it would seem to us, other







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factors in the situation that affect the placement of advertising investments. These we shall discuss presently.

TABLE III. UNITED STATES ADVERTISING VOLUME  
(in millions of dollars - gross)

	<u>1940</u>	<u>1950</u>	<u>1960</u>
Magazines	\$ 197.7	\$ 514.9	\$ 961.0
Newspapers	803.5	2,008.0	3,573.8
Newspaper Supplements	11.9	67.6	114.0
Business Papers	76.0	251.1	610.0
Radio	215.6	605.4	649.0
Television	-	170.8	1,615.0
Total	1,304.7	3,617.8	7,522.8

THE SECRETARY: This will be Exhibit O-72.

MR. KENYON: Table III shows the volume of U.S. advertising in dollars.

While the growth in magazine advertising has been notable in many ways, it has increased at a lesser rate than all advertising. We won't even mention the rate of increase for television.

We must talk about it, though briefly, because it has caused considerable distress to my colleagues. This can best be explained by noting the dwindling percentage of U.S. advertising going to magazines. Table IV shows this clearly.





(Kenyon)

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TABLE IV. UNITED STATES MAGAZINES'  
SHARE OF U.S. ADVERTISING VOLUME

	<u>1940</u>	<u>1950</u>	<u>1960</u>
Television	-	5%	21%
Supplements	1%	2	2
Magazines	15	14	13
Newspapers	62	55	47
Business Papers	6	7	8
Radio	<u>16</u>	<u>17</u>	<u>9</u>
	100%	100%	100%

THE SECRETARY: This will be Exhibit O-73.

MR. KENYON: It should be noted, too, that newspaper supplements gained substantially in the 20 year period. As is the case with your weekend magazines, they are vigorous competitors for the advertising dollars that otherwise might go into magazines.

Thus U.S. magazines have gained advertising volume at the cost of vigorous, aggressive competition from all forms of media, especially supplements and network television.

The effect of such competition, and the toll of other costs, is clearly seen in the net profits of U.S. magazines. (Table V).





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TABLE V, Net profits of  
United States Magazines.

<u>1940</u>	<u>1950</u>	<u>1960</u>
5.6%	4.3%	1.9%

Another result of the aggressive competitive situation, of high costs and of low profits is the ceaseless coming and going of magazines. Lists of new magazines and suspended magazines contain names you all know. Mortality is as much a fact of life in the magazine world as it is in every industry, in all countries.

(Table VI and VII)

THE SECRETARY: This will be Exhibit O-74.

TABLE VI, Some Magazines Merged  
or Suspended since 1946.

Aero Digest  
American Boy-Open Road  
American Family  
American Magazine  
Better Farming (formerly Country Gentleman)  
Better Health  
Better Living  
Bride-to-be  
Blue Book  
Capper's Farmer  
Cars  
Charm  
Colliers'







ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

(Kenyon)

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- 1
- 2 Deb
- 3 Etude
- 4 Everybody's Digest
- 5 Everywoman's
- 6 The Fisherman
- 7 '47 Magazine of the Year
- 8 Flair
- 9 Holland's
- 10 Household
- 11 Hunting & Fishing
- 12 Liberty
- 13 Life Story
- 14 Lifetime Living
- 15 Magazine of Art
- 16 Modern Industry
- 17 New Masses
- 18 Omnibook
- 19 Outdoors
- 20 Outdoorsman
- 21 Park East
- 22 People Today
- 23 Pic
- 24 Progressive Education
- 25 Quick (Cowles Magazines)
- 26 Quick (Triangle Publications)
- 27 Real
- 28 Science Illustrated
- 29 Senior Prom
- 30





1  
2 Southern Agriculturist

3 Street & Smith All Fiction Group

4 Today's Woman

5 True Life Stories

6 Town Journal

7 U.S.A. The Magazine of American Affairs

8 The Woman

9 Woman's Home Companion

10 THE SECRETARY: This will be Exhibit O-75.

11 MR. KENYON:

12 TABLE VII, Some New Magazines Since 1946.

13 Advance Pattern Book

14 American Shetland Pony Journal

15 AOPA Pilot

16 Cavalier

17 Co-Ed

18 Compact

19 Family Handyman

20 Flower & Garden Magazine

21 Golf Digest

22 Hi-Fit Review

23 High Fidelity

24 Holiday

25 Hot Rod Magazine

26 Jet

27 Jive

28 Journal of Lifetime Living

29 Living for Young Homemakers

30





ANGUS, STONEHOUSE & CO. LTD.  
TORONTO, ONTARIO

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1	
2	Man's Magazine
3	Men
4	Model Trains
5	Modern Bride
6	Motor Life
7	Motor Trend
8	Popular Boating
9	Popular Electronics
10	Popular Gardening
11	Presbyterian Life
12	The Reporter
13	Road & Track
14	Saga
15	Screen Stars
16	Simplicity Pattern Book
17	Sport
18	Sports Cars Illustrated
19	Sports Illustrated
20	Stag
21	Tan
22	'Teen
23	TV Guide
24	TV Star Parade
25	Workbench.
26	<u>Farm Magazines:</u> American Vegetable Grower
27	Colorado Rancher & Farmer
28	Crops & Soils
29	Farm Quarterly
29	Maine Farmer & Homemaker
30	THE SECRETARY: This will be Exhibit O-76.







Table VIII, CANADIAN ADVERTISING VOLUME  
(in thousands of dollars - net)

	<u>1946</u>	<u>1950</u>	<u>1960</u>
Magazines	\$ 5,325.	\$ 9,110.	\$ 20,800.
Weekend Magazines		7,352.	15,000
Newspapers	49,079	86,182.	180,000.
Business Papers	7,266.	10,353.	27,500.
Radio	14,000	22,818.	72,000.
Television			90,000
Total	\$ 75,670.	\$135,815.	\$405,300.

THE SECRETARY: This will be Exhibit 77.

--- EXHIBIT 77:

MR. KENYON: Canadian magazines feel the same competitive pressure that ours do. Table VIII clearly indicates the pressure on magazines that comes from all media, but especially from television and weekend magazines, where the competition presumably is keenest for the same advertising accounts. Table IX shows the "share of market" going to each medium.





Table IX, CANADIAN MAGAZINES' SHARE OF  
CANADIAN ADVERTISING VOLUME

	<u>1946</u>	<u>1950</u>	<u>1960</u>
Television	-	-	22%
Weekend Magazines	-	5%	4
Magazines	7%	7	5
Newspapers	65	63	44
Business Papers	10	8	7
Radio	18	17	18
	—	—	—
	100%	100%	100%

THE SECRETARY: This will be Exhibit 78:

MR. KENYON: Far more important than all these matters of circulation and advertising, which we have been discussing, is the necessity for a free flow of information in today's world.

We live in a period of ferment, of unrest, of revolution. We live in a period where men are dissatisfied with what they have and grasp for the new, sometimes just because it is new. The quonset hut in the jungle, the hydro-electric dam in the non-industrialized nation, the U.N. membership for the Congo become symbols of status, although the grass shack may be cooler, control of malaria more pressing, and knitting of national to replace tribal loyalties more important.

We live in a world where "democracy," "communism," "freedom," "colonialism," "aggression" are vague terms to a majority of men, and the





1  
2  
3 direction new societies will take, toward western  
4 style democracy or Slavic-Oriental despotism, is  
5 likely to be decided pragmatically.

6 The nations of the western world, the  
7 mature nations, as we might like to call ourselves,  
8 can no more shut the door on change than can the  
9 Middle East, the Orient, or Latin America. We  
10 can, however, with our high literacy and a tradition  
11 of self-government, exert a stronger and more  
12 intelligent pressure upon the course of our fate  
13 than is the lot of the less advanced peoples.

14 A free flow of information, an easy  
15 exchange of ideas and opinion, a broad popular  
16 awareness of unfolding events are necessary today  
17 in every democracy that wishes to remain one.

18 Between Canada and the United States,  
19 we today have possibly the most stimulating, most  
20 informative, and most varied flow of information  
21 of any two nations in the world.

22 The readers' Guide to Periodical  
23 Literature, in the period from March 1957 to  
24 February 1960, indicates a tremendous scope of  
25 information in American magazines about all  
26 things Canadian.

27 The bulk of these are friendly and  
28 sympathetic articles selected by editors  
29 of U.S. publications for their interest to U.S.  
30 readers.







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1  
2  
3 Being assured that U.S. magazine editors  
4 are not unconcerned with you, we wondered if the  
5 interest was reciprocated by editors of Canadian  
6 magazines. A perusal of the Canadian Index of  
7 Periodicals for 1959 was revealing. Canadian  
8 editors of Canadian publications are presenting  
9 to the Canadian people a substantial store of  
10 solid and penetrating material on the United  
11 States and its relations with you country, not  
12 all of it uncritical, by any means.

13 On both sides, gentlemen, this is a  
14 healthy thing.

15 Nor can we see anything but benefit  
16 to each as we read, whether in press reports or  
17 in magazines themselves, what each things of the  
18 other and of his actions.

19 There are some by-products of this  
20 bi-lateral flow of information and opinion which  
21 we must also note. The resources of U.S.  
22 periodicals enable them to bring to U.S. readers  
23 a wealth of information about other lands, other  
24 peoples, other philosophies. The U.S. magazine  
25 brings the world of opinion, of ideas and fashions  
26 familiar and strange customs, politics and  
27 technology, science and medicine, recreation and  
28 entertainment into United States homes. The U.S.  
29 magazine is considered a major factor in adult  
30 education in the United States. Surely these





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values have meaning when they cross the border and enter your homes.

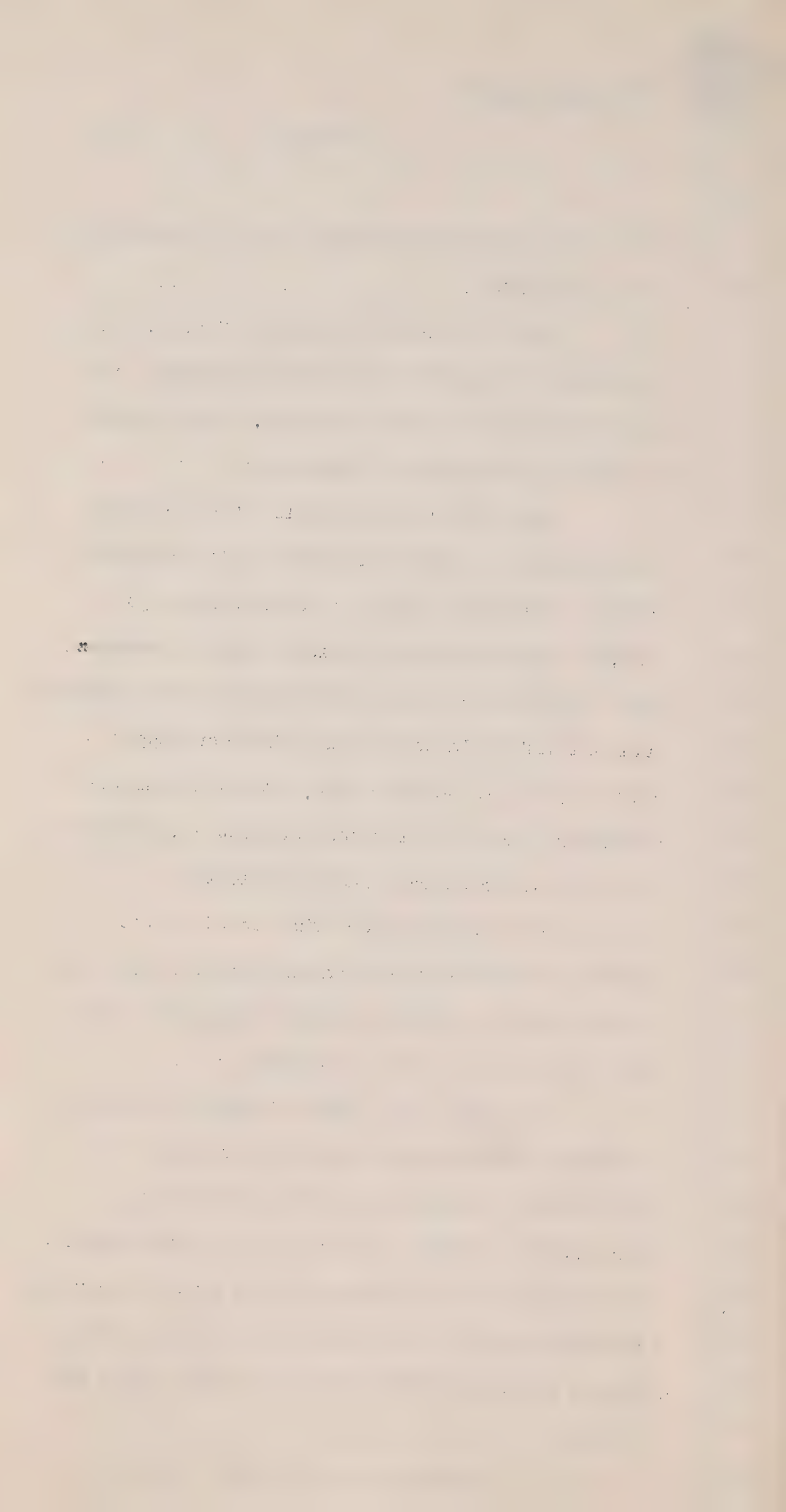
The U.S. magazine educates, inspires and entertains its readers in the United States. It must surely do so in other countries where people buy copies, with seeming eagerness.

But these contributions are not enough for Canadians, or for the people of any country that U.S. magazines enter. The need for a national magazine press does not require argument here. Canada and all countries should have magazines that add to the richness and variety of their national life. In these times the most important commodity in all the democratic world is information and ideas, understanding and perspective.

The resources and the talents of Canadian publishers is more than equal to the task of continuing to develop Canadian magazines. We wish them well in their endeavors.

We hope, too, that our magazines may be permitted continuously to provide a measure of information, inspiration, entertainment to your people, who have patronized our circulation departments in such numbers; and to provide audiences of buyers for your advertisers, who seem to have found a productive marketplace for their goods and services.

We suggest, in other words, there is





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room and need for both the Canadian magazine and the American magazine today. The Canadian magazine cannot fail to command an affectionate and increasing audience in your country and cannot fail to grow with your country. The U.S. magazine, for which there is today such patent Canadian demand, can serve well as an additional source of information and inspiration.

Having the two, I suggest Canada is the richer and the better prepared to choose and pursue her destiny.

THE SECRETARY:

--- EXHIBIT O-79: First part of Readers guide to periodical literature 1957-59.

--- EXHIBIT O-80: Second part of Exhibit O-79.

--- EXHIBIT O-81: Readers guide to periodical literature 1959 to 1960.







1  
2  
3 COMMISSIONER JOHNSTON: Mr. Kenyon, is  
4 this information about the average profit readily  
5 available to everybody?

6 MR. KENYON: It is material published by  
7 my Association based on a survey we made of our  
8 members. We publish this within our own membership  
9 and it is referred to from time to time in the trade  
10 press.

11 COMMISSIONER JOHNSTON: In the trade press?

12 MR. KENYON: Yes.

13 COMMISSIONER JOHNSTON: And how often do  
14 you do that?

15 MR. KENYON: Once a year.

16 COMMISSIONER JOHNSTON: Now, you mentioned  
17 the McCann Organization as being something, I thought  
18 they were an advertising agency?

19 MR. KENYON: They are. The story on that  
20 is that many years ago a man by the name of Dr.  
21 Weld who is probably one of the first men to  
22 really produce factual information about  
23 advertising trends and volume was with the McCann  
24 Organization. He devised these figures -- this  
25 was, I believe, in the 1920's or even before --  
26 and they were published by Printers Ink about  
27 that time. The McCann Organization has continued  
28 to do the detailed work on assembling these  
29 figures each year and Printers Ink publishes  
30 them each month and finally on an annual basis.





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2  
3 COMMISSIONER JOHNSTON: One of the  
4 charts which I find very interesting was about the  
5 magazines starting only after 1947. Would you not  
6 call the Star Weekly one of those?

7 MR. KENYON: I should have qualified  
8 that by saying I am using these periods for which we  
9 can get the information. I realize some of them  
10 have been in existence before that.

11 COMMISSIONER JOHNSTON: Now, all Canadians  
12 and particularly our Chairman insist on reading  
13 American publications, United States publications --  
14 perhaps I should begin by asking you your background  
15 before you became a full time officer of your  
16 Association. Before that were you in the editing  
17 business?

18 MR. KENYON: No, I was with the Printers  
19 Ink magazine laterally as publisher and before that  
20 as an advertising director. I was with Printers  
21 Ink for eleven years and before that with a trade  
22 publication in the United States.

23 COMMISSIONER JOHNSTON: Well, you do  
24 not have to answer this if you do not wish to  
25 but do you think that anyone sitting in Winnipeg  
26 could successfully edit a magazine for distribution  
27 in Texas?

28 MR. KENYON: Well, that would depend on  
29 many factors other than geography; if it were a  
30 certain kind of publication then it is conceivable.





1  
2  
3 COMMISSIONER JOHNSTON: Well, I am talking  
4 about a news magazine and the editor in Winnipeg is  
5 a Canadian with a sure and certain knowledge that  
6 Texas is not bigger than Canada; he is sitting in  
7 Winnipeg, a Canadian, and he is trying to edit  
8 a magazine for Texas. Can he do that?

9 MR. KENYON: I would rather not answer  
10 that because I am competent to speak only for the  
11 industry and for the Association and not get into  
12 the details of any individual magazines.

13 THE CHAIRMAN: I cannot let you go home.  
14 I am glad you came but I would not let you go without  
15 challenging one statement you made on page 10 where  
16 you say:

17 "Between Canada and the United States,  
18 we today have possibly the most  
19 stimulating, most informative, and most  
20 varied flow of information of any two  
21 nations in the world."

22 My dear sir, the flow is all one way.  
23  
24  
25  
26  
27  
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30







(Kenyon)

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1  
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3 Actually, we think we are lucky if occasionally we  
4 make the New York Times in this country. In truth,  
5 sir, we almost have to have quintuplets to make the  
6 American press at all, and though we are a vigorous  
7 race we can't keep on having quintuplets all the  
8 time, and so, we don't get things in the American  
9 press and this is one of our troubles -- to get our  
10 message to the American people.

11 Our Minister for External Affairs goes  
12 down to the United States and he sometimes tells the  
13 good American people what is wrong with the relations  
14 between the two countries, and he might as well go  
15 out into a wheat field and talk to the wheat. Nobody  
16 prints him. He doesn't even get in the Washington  
17 Post, which is an excellent paper. He barely makes  
18 the New York Times, and even when our Prime Minister  
19 spoke recently at the U.N., apart from the New York  
20 Times and a few of the bigger papers, he got no  
21 reportage at all. Certainly, our magazines  
22 don't circulate to any extent in the United States.

23 This is our trouble: all the flow is one  
24 way, and this is one of the problems of this  
25 Commission, and we would like to think the American  
26 people would understand that problem, that the flow  
27 is always one way. I assure you, sir, this is  
28 true. My job is to read American publications; I  
29 read them all the time. I was for a time the  
30 Canadian editor of Colliers. This is our difficulty





1  
2 on this North American continent -- this little  
3 area of geography here: somebody said today "in the  
4 shadow of a giant", and we don't get our story across  
5 to you. It is all one way. I think if the position  
6 were reversed that the American people would be  
7 probably thinking along our lines.

8 MR. KENYON: Quite likely, sir.

9 THE CHAIRMAN: We think something must be  
10 done. We don't want to build a spike fence. That  
11 would be nonsense. We don't want to exclude what  
12 we can get from the United States. That would be  
13 disastrous too. But, surely you people understand  
14 the situation we are in.

15 MR. KENYON: I think as a result of your  
16 efforts here we are understanding it somewhat better.  
17 The reason I said there was a flow was my reference  
18 to the rather sizeable amount of material ---

19 THE CHAIRMAN: I haven't looked at that  
20 material, but I am going to look at it with the  
21 greatest of interest. Thank you for coming so  
22 far on a day like this.

23 MR. KENYON: Thank you.

24 THE CHAIRMAN: Gentlemen, we are now going  
25 to adjourn until January the 3rd 1961 in the  
26 afternoon, and in the meantime we wish you all a  
27 Merry Christmas, and especially those who have  
28 been marching and tenting with us over the past  
29 months.

30 ---Adjournment.

















